shipping MANAGEMENT

JULY, 1960

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NATIONAL HI-WAY SHIPPER

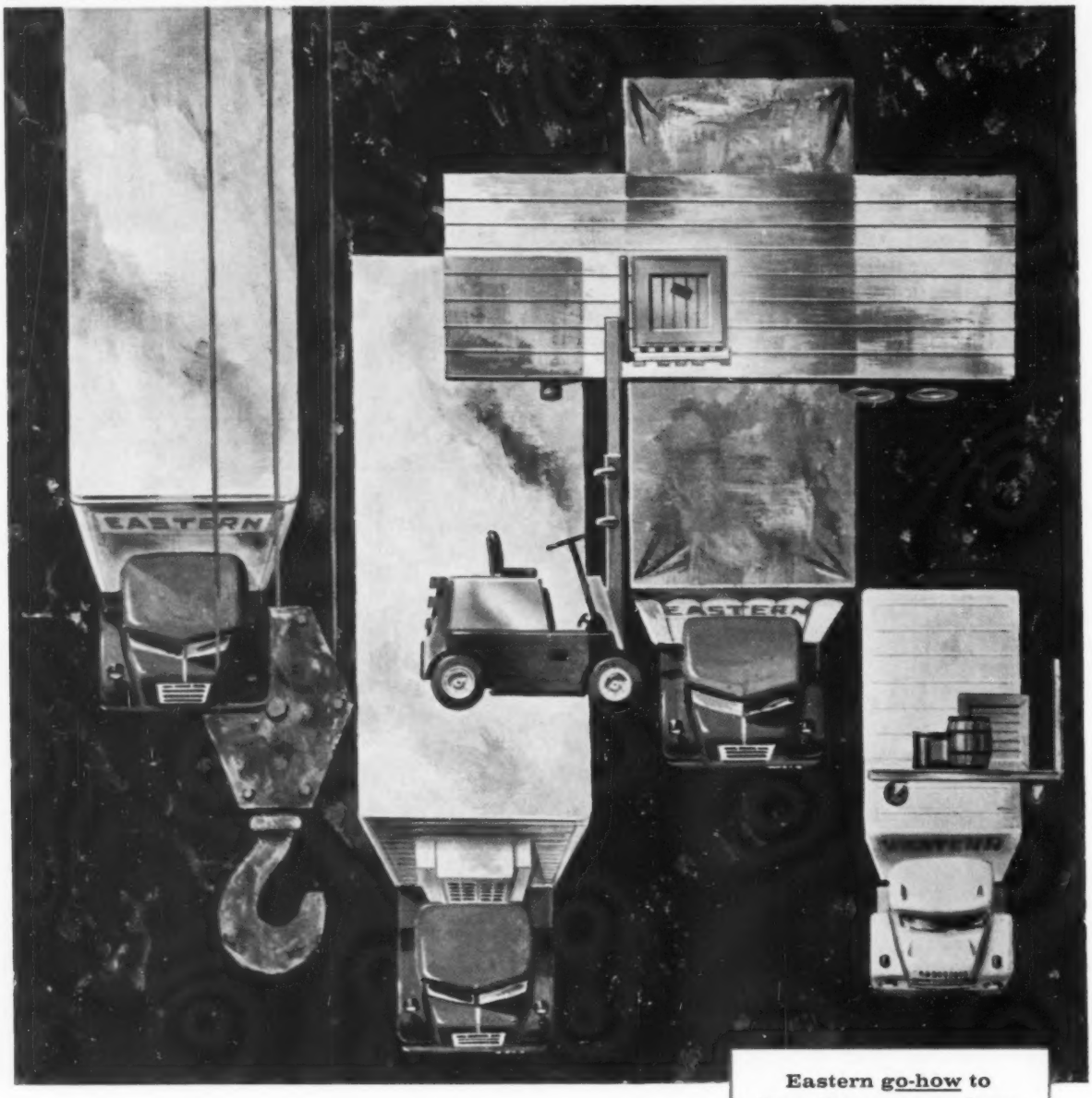
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WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER

CONTAINERIZATION: PROGRESS AND PROBLEMS—PART 2



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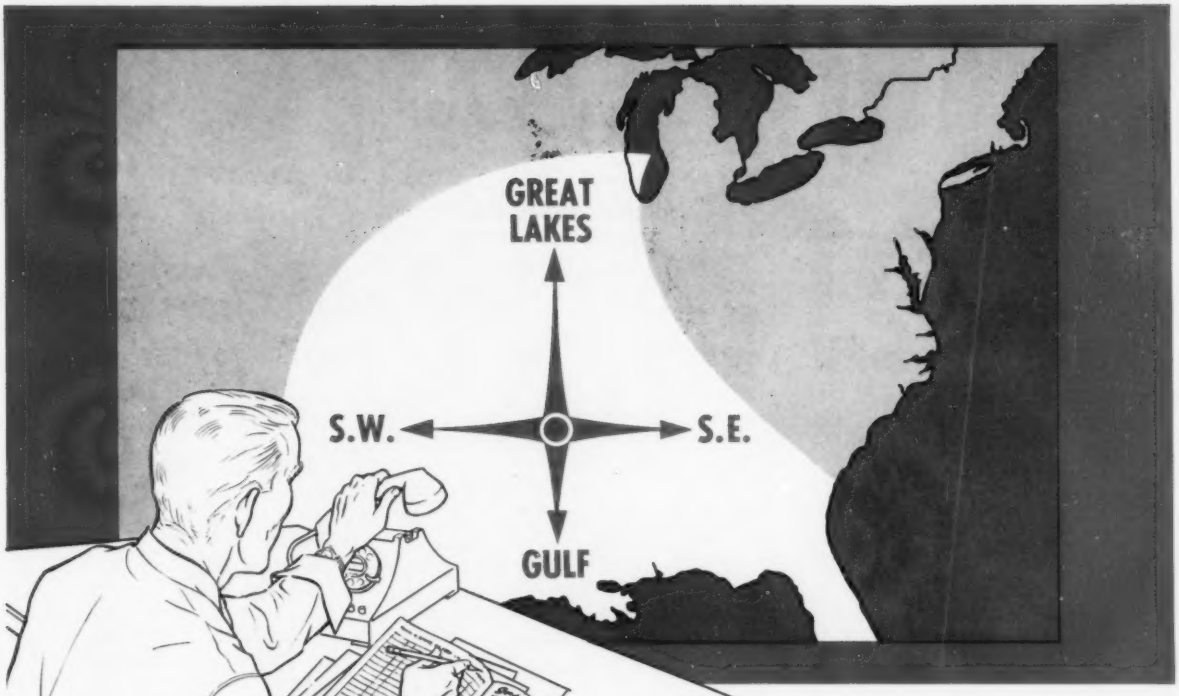
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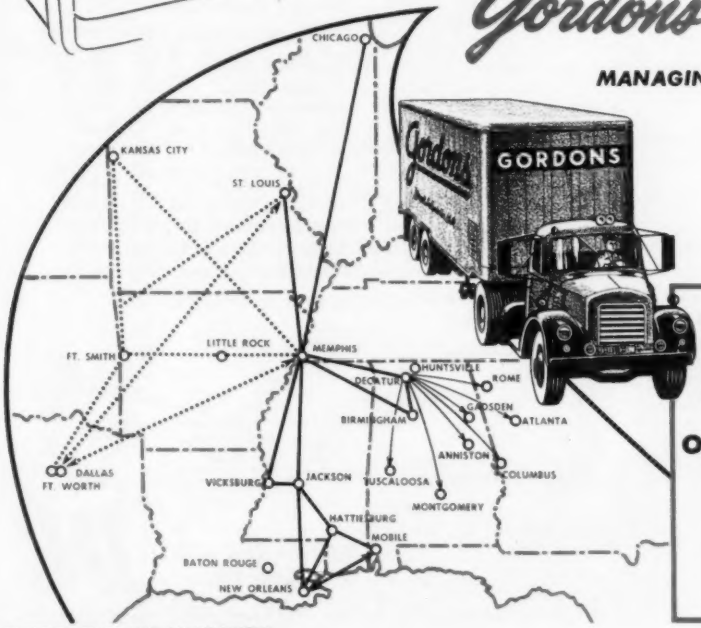
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NEWS you can use

need containerization info? these sources can help you

Interested in containerizing your shipping operations? Wonder what organizations or companies to turn to for information about container procedures and equipment?

This list should make your task a little easier. Caution: the roster presented here is by no means an exhaustive one. There are a variety of other groups and firms to whom you may turn for data and info on container shipping.

However, the organizations and concerns mentioned here, we believe, are outstanding in the field of containerization and have helped—and are continuing to help—to boost container shipping to new heights of efficiency and economy.

ORGANIZATIONS:

Air Freight Forwarders Association—1317 F Street, N.W., Washington, D. C.

American Material Handling Society—638 Phillips Avenue, Toledo, Ohio.

American Merchant Marine Institute—11 Broadway, New York City 4, New York.

American Standards Association—10 East 40th Street, New York City, New York.

Freight Forwarders Institute—1111 E Street, N.W., Washington 4, D. C.

International Cargo Handling Coordination Association (ICHCA)—80 Broad Street, New York City, New York.

National Defense Transportation Association—1001 Connecticut Avenue, N.W., Washington 6, D. C.

Transportation Association of America—6 North Michigan Avenue, Chicago 2, Ill.

Truck-Trailer Manufacturers Association—710 Albee Building, Washington, D. C.

CONTAINER PRODUCERS & SERVICE FIRMS:

ACF Industries, Incorporated, 750 Third Avenue, New York, N. Y.

Clark Equipment Company, Buchanan, Michigan.

Container Transport International, 17 State Street, New York, N. Y.

Fruehauf Trailer Company, 10940 Harper Avenue, Detroit 32, Michigan.

General American Transportation

(Continued on page 14)



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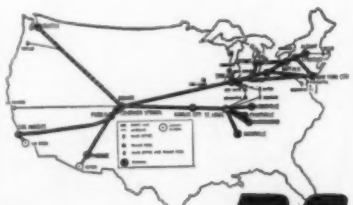
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Nashville, Tennessee	CH 2-5284
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Portland, Oregon	CA 2-4500
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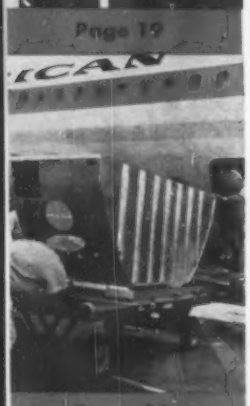
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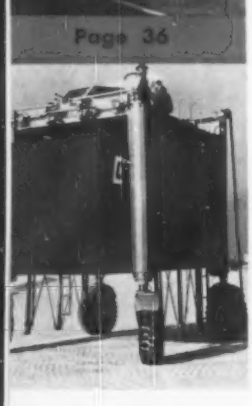
NATIONAL HI-WAY SHIPPER

July, 1960 Vol. 25, No. 7









IN THIS ISSUE . . . .

Target: standardization 7

Thanks to organizations like the energetic, dedicated American Standards Association, the development of containerization standards is finally making headway.

Why 10 top U.S. firms are "sold" on container shipping 8

Aim: faster, safer, more economical shipping. Method employed by 10 of the nation's foremost firms: containerization. Result: A-1 handling & hauling.

What they're saying about containerization 10

Containerization today is one of distribution's hottest topics. Everyone's talking about it. Here's what the experts have to say about developments in this vital area of transportation.

Containerization: a traffic view 19

Container shipping seems destined to revolutionize the processing and transporting of cargo. That's the opinion shared by these outstanding traffic-transport executives.

How containerization ups motor freight speed & service 34

How are containers streamlining over-the-highway transportation? Here's a close-up of one high-stepping truck line's container operations.

What's new in container research & development—Part 2 36

News You Can Use	2	Traffic News	26
Intimate Notes	12	D. R. Dominie	30
New Products	15	Helps	32
Air Cargo News	17	Motor Carrier Dicta	38
Via Motor Carrier	23	As We Go To Press	39

SLATED FOR AUGUST: an all-air cargo issue—"must" reading for every TM. Features: sky freight case histories; vital sky shipping charts and tables; biographies of key air cargo carriers; and other invaluable air freight facts and figures.

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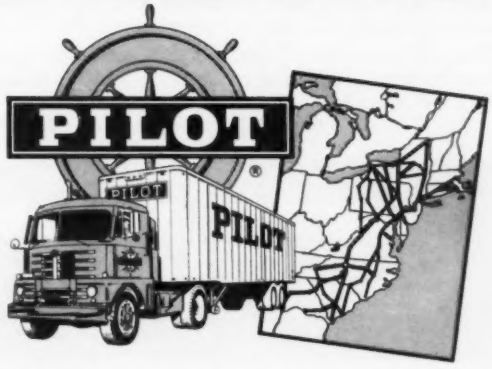
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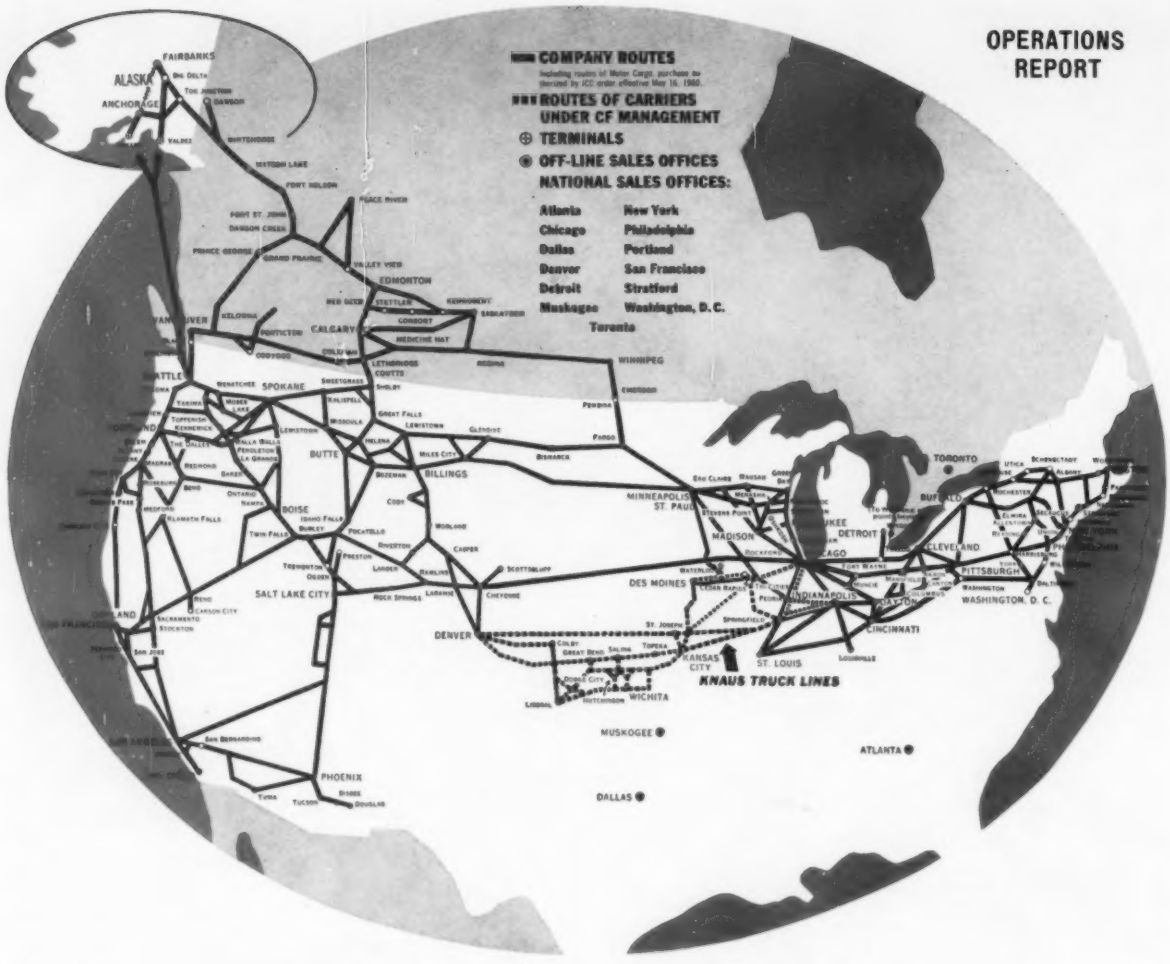
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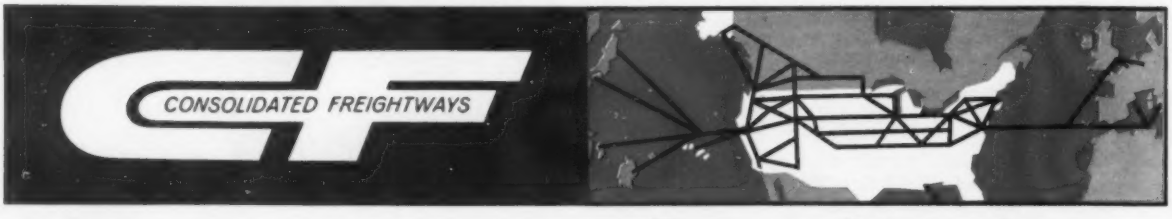
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combined with NATIONAL HI-WAY SHIPPER

Target: standardization

■ No transportation group active today is of greater importance to traffic executives or will exert a more profound influence on future traffic-transportation operations than the hard-working, extremely capable MH-5 unit of the American Standards Association.

Why? Because containerization cannot and will not live up to its full promise nor lead to a revolution in distribution until containers, container handling systems, and containerization equipment are standardized.

Evolving practical standards and winning acceptance for these standards from all areas of traffic-transportation is the rugged assignment MH-5 has been tackling now for almost two years. Progress in standardization has been slow and uphill all the way. But it is being made. The day may not be too far off, many experts believe, when the various forms of transportation and allied areas will come to an agreement as to the specifications of future containers and the major systems utilized to handle and haul them.

When this happens, the lion's share of the credit for standarization must go to MH-5 and the American Standards Association. Also warmly applauded should be such organizations as the National Defense Transportation Association; the American Material Handling Society; and the U. S. Maritime Administration.

All have and are contributing magnificently to the creation of containerization standards and, in doing so, are paving the way for the revolution in distribution—revolving around efficient, economical container shipping—for which we've all been waiting for so long.



Publisher

Why 10 top U.S. firms are "sold" on container shipping

■ Take a tip from some of America's foremost shippers. Containerization can pay tremendous dividends in slashed handling costs, expedited loading and unloading, floored loss and damage, and reduced in transit pilferage.

Want proof? Here are 10 capsule case histories of containerization in action. Purpose? To underscore the many advantages to be obtained from up-to-the-minute, efficient container shipping.

Company: Fablock Mills, Irvington, New Jersey. Consignment: cloth web. Destination: Germany. Container firm: United Cargo Corporation.

Procedure: Fablock's cloth web, packed in several corrugated cartons, was hauled via motor freight carrier to a New York dock. The individual parcels were unloaded; consolidated; and placed in a single container, 102" in length, 75" in width, and 82 5" in height. Capacity: 9,000-pounds.

To shield the cloth web from pilferage and other hazards on its long ocean voyage, steel strapping was placed around the container. As an added security measure, the carrier affixed its seal to the container—designed to indicate, at a glance, whether the container had been opened at any time prior to its arrival in Europe.

Set to go, the containerload of cloth web was stowed aboard a freighter. A final check and it was on its way!

Upon its arrival in Germany, it was inspected by the consignee. Satisfied that the cloth web had been untouched on its trans-Atlantic crossing, Fablock's German customer signed for the consignment and had it transferred to his warehouse.

Delivered: one shipment of expensive cloth web. Condition: A-1—thanks to containerization.

Company: George Hormel, Austin, Minnesota. Shipment: meats. Destination: Minneapolis. Container firm: Clark Equipment.

Procedure: Hormel's distribution program is based squarely on the effective use of 12 ultra-modern refrigerated containers, plus a pair of 40-foot flatbed units—actually, little more than chassis.

Hormel places its meats into the aluminum containers at its Austin facility. The containers are hoisted, by power-packed fork lifts, onto a chassis and secured—three containers to a chassis.

Ready to move, Hormel's containerized meats proceed over-the-highway to Minneapolis. Fork lifts transfer the containers to waiting city delivery vehicles and the meat products are delivered, speedily and smoothly, to the firm's customers all over the metropolitan area.

Company: Gibson Refrigerator, Greenville, Michigan. Consignment: appliances. Destination: Puerto Rico. Carriers: Interstate System and Sea-Land Service.

Procedure: Gibson depended entirely on fishyback to move a group of irreplaceable refrigerator prototypes to a company sales meeting in San Juan. (Value of the shipment: over $1 million.)

The manufacturer's appliances were stowed aboard a trailer at its Greenville plant; rushed over-the-highway to Port Newark, New Jersey; hoisted —still aboard the trailer—onto a trailership; and dispatched.

Eight days later, right on schedule, the refrigerators were delivered at their Puerto Rican destination—a graphic demonstration of what truly effective land-sea shipping coordination can achieve.



Container holding Fablock Mills' cloth web is sealed.

Our apologies to the Interstate System, Grand Rapids, Michigan. Last month, in an article dealing with current trends in the containerization of motor freight, Shipping Management-National Hi-Way Shipper inadvertently credited another highway carrier—bearing a similar name—with a wide variety of fishyback achievements. The Dow Chemical; AMF Pinspotters; and Gibson Refrigerator shipments described on page 19 of the June issue were all hauled by the Interstate System—a leader in land-sea operations.



Keystones of the Mobilvan system: power-packed lift trucks, advanced containers. Handling and shipping efficiency: tops.

Company: Clark Equipment. Shipment: metal stampings. Route: between Clark's plants in Buchanan and Battle Creek, Michigan.

Procedure: Clark utilizes containers of its own design to shift its metal stampings from Buchanan to Battle Creek. The components are placed in these containers; lifted by mh units onto highway vehicles; and hauled to Battle Creek.

Reaching their destination, Clark's containers are removed by fork lifts and left where they are until emptied—serving, in effect, as temporary, miniature "warehouses."

Company: International Business Machines, New York City. Shipment: a massive 15-ton electronic data processing system. Destination: Tokyo. Carrier: Neptune World Wide Moving.

Procedure: Confronted with the task of moving its system halfway around the world, IBM called in Neptune. The carrier promptly blueprinted the handling and hauling of the consignment, down to the last detail.

On Moving Day, the system was loaded—uncrated!—aboard a giant trailer. Rushed to a San Francisco dock, the trailer and its unusual cargo were slung aboard an outbound vessel and transported across the Pacific.

Upon its arrival at a Japanese port, the trailer was promptly unloaded; attached to a chassis; and hauled to Tokyo.

Received by IBM's Japanese consignee: one extremely delicate and expensive data processing system—in perfect working order, despite its long voyage from the States.

Organization: C.A.R.E. (The Cooperative For American Relief Everywhere). Shipment: parcels for the needy. Destination: points around the globe. Container firm: United Cargo Corporation.

Procedure: Providing food, clothing, and similar items for the destitute of the world, C.A.R.E. is leaning increasingly on containerization to safeguard its consignments from ocean damage and pilferage and to slash its packing and handling expenditures.

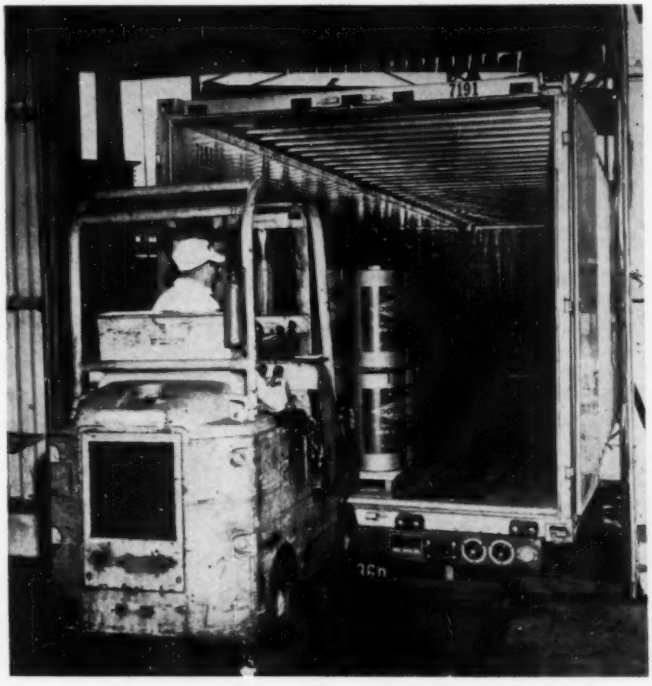
C.A.R.E. packets, destined for overseas areas, are consolidated at key U. S. warehouses and placed in 500-cubic-foot lightweight aluminum containers. These containers are sealed; stowed aboard freighters; transported; unloaded; and forwarded to C.A.R.E.'s foreign distribution centers.

Report C.A.R.E. officials: "There are three key reasons why C.A.R.E. is employing containerization on an ever-expanding scale.

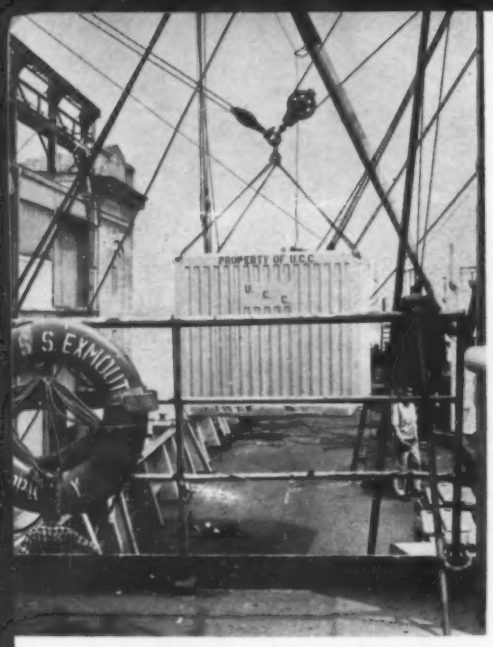
"First, containerization obviates the need for special, costly export packing, usually required to safeguard waterborne consignments. Second, it lends a new speed and ease to the processing, handling, and hauling of freight. And finally, containerization puts an end to pilferage."

Company: Dow Chemical, Midland, Michigan. Shipment: 53,000-pounds of weed-killer. Destination: Puerto Rico. Carriers: Sea-Land Service and Interstate System.

Procedure: Intent on moving its chemicals to Puerto Rico as rapidly and economically as possible, Dow called on Interstate. Its weed-killer was loaded aboard two trailers and trucked to Port Newark, New Jersey. The 35-foot trailers were then lifted off their chassis by shipboard cranes



Dow shipment of weed killer is loaded aboard an Interstate System vehicle. Destination: Puerto Rico.



On their way, inside an aluminum United Cargo container, C.A.R.E. relief packages are deposited aboard a freighter.

and dropped aboard an ocean-going trailership.

Arriving in Puerto Rico, just seven days later, the vans were removed from the trailership; secured to chassis; and hauled to Ponce.

Result? Containerized shipping enabled Dow to make delivery to its customers far faster than it would have, had it relied on another form of service. Other benefits? A substantial reduction in Dow's handling and packing costs.

Organization: The U. S. Air Force. Shipments: household effects. Destination: U. S. air bases all over the globe. Carrier: Railway Express.

Procedure: The Air Force is currently testing a new international door-to-door container service developed by Railway. Object of the service? To facilitate the hauling of household effects belonging to reassigned Air Force personnel.

Under the carrier's arrangement with the AF, Railway packs household goods in specially-designed containers; hauls them to their destination; and unpacks them.

Achievements: a reduction of up to 10 days in origin-to-destination delivery time, slashed loss and damage.

Company: AMF Pinspotters, Chicago. Shipment: equipment for 24 spanking new bowling alleys. Destination: Puerto Rico. Carriers: Interstate System and Sea-Land Service.

Procedure: AMF stowed its components aboard a highway trailer. Its merchandise was then trucked to Port Newark, New Jersey; hoisted aboard a trailership; carried to Puerto Rico; and delivered.

Eliminated by AMF was the need for "break bulk" handling and export packing. Estimated saving in distribution costs? A walloping $8,000.

Company: DeJur-Amsco, New York. Shipment: $150,000's worth of dictating machines. Route: inbound to DeJur's Long Island City warehouse from the Grundig Radio Werke in Furth, West Germany. Carrier: U. S. Lines.

Procedure: Grundig's dictating components were loaded into special containers at its plant in Furth. Container dimensions: 17′ in length, 8′ in width, and 7′ in height.

The containers were then transported to Hamburg; placed aboard a vessel; hauled to New York; and delivered to DeJur.

Saving in shipping costs: great!

WHAT THEY'RE SAYING ABOUT CONTAINERIZATION

■ Containerization is the hottest topic in traffic-transportation today. Here's what leading transport, handling, and traffic executives are saying about containerization and its meaning to shippers:

Herbert H. Hall, Chairman, American Standards Association Committee on Container Standardization—"The increased use of integrated, standard-sized freight containers. . .offers tremendous opportunities for improving the efficiency of the American system of distribution. How? By reducing the cost of transportation; speeding up delivery time; improving the utilization of transport facilities; reducing loss, damage, and contamination of lading; and improving service to shipper and consignee. . ."

Welby M. Frantz, President, American Trucking Associations—"The impact of containerization could well be most substantial. . .One effect might be the possibility of much more extensive coordination between different forms of transportation through joint rate and service arrangements. . ."

John B. Hulse, Managing Director, Truck-Trailer Manufacturers Association—"Standard containers and handling systems are vitally needed if containerization is to meet its full potential."

Donald J. Hickey, Traffic Manager, Chemagro Corporation, Kansas City, Missouri—"Trailerships and containerships may be the shot in the arm domestic water carriers have been seeking. . .Containerized waterborne shipments will substantially assist shippers and receivers and provide them with a fast, frequent, regular, and low cost service. . ."

Keith W. Tantlinger, Vice President-Engineering, Fruehauf Trailer Company—"Trailership principle has now been established as a commercial success. . . The possibilities of combining our excellent highway freight system with the shipping industry . . . are obvious."

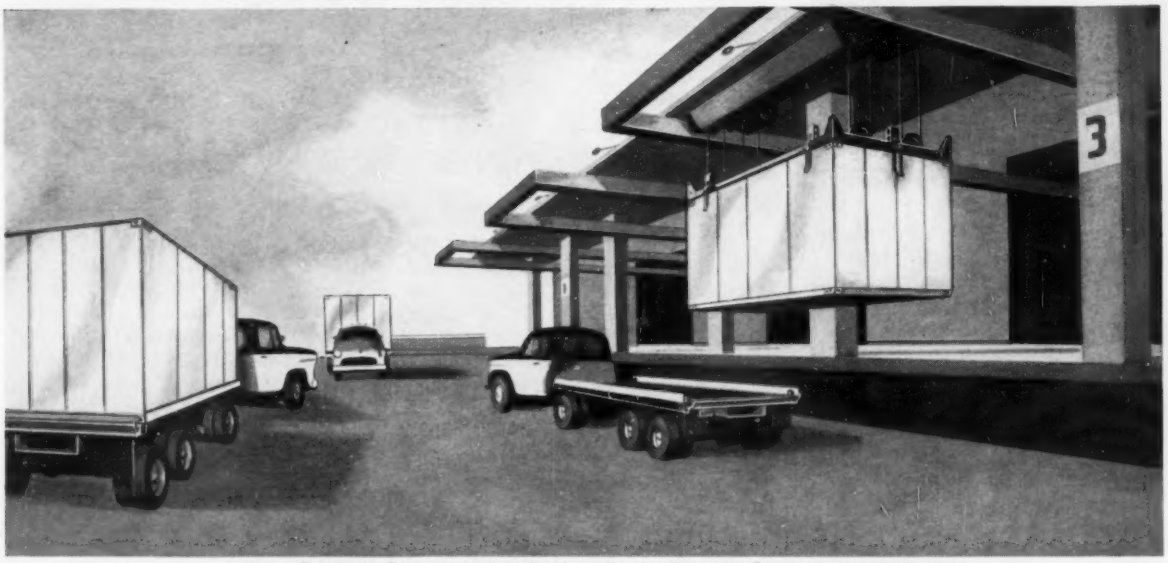
Parkman Sayward, Vice President-Marketing, Consolidated Freightways—"Successful operations under varied circumstances have proven to us that containerization is going to become an increasingly important factor in transportation. Like most important developments, however, customer demand—rather than carrier convenience—will determine its eventual scope."

Foster Weldon, Director of Research, Matson Navigation Company—"We will never see containerization in full bloom until there are some basic changes in rate-making philosophy. Rates will have to be related to costs and simplified, if there are to be really efficient container operations."

William A. Burns, President, Trailmobile, Incorporated—"The only thing certain about containerization today is that there will be changes."

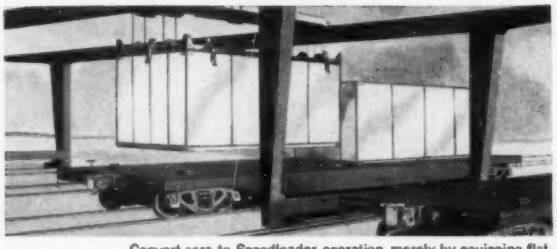
Brigadier General Frederick T. Voorhees, U.S.A. (Ret.), Director of Transportation Management, Highway Trailer Company—"Container utilization exploits the primary advantages of all modes of transportation. At the same time it improves the efficiency of each through faster turn-around and reduced labor costs."

The first complete, fully automatic cargo container handling system to be offered to all shippers and carriers



PLANTS Speedloader System saves on packaging, crating, handling costs. Speedloader components can be used with present materials handling equipment for automatic, semi-automatic, or manual operation.

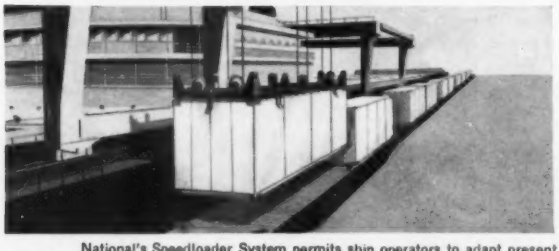
NATIONAL *SPEEDLOADER* SYSTEM



RAILROADS Convert cars to Speedloader operation merely by equipping flat-cars or piggyback cars with special anchor castings. Selective side-loading speeds container handling.



TRUCKS Large or small fleets can convert to the Speedloader System of containerized cargo handling with minimum capital investment.



SHIPS National's Speedloader System permits ship operators to adapt present cranes for cargo containerization. Containers are stowed in holds or on weather decks.

Because of its ready adaptability to any carrier, container or crane, the National Speedloader System permits users to buy their containers and cranes *competitively* from commercial producers of these items. National supplies *only* the essential Speedloader components.

A fully automatic cargo container handling system, the National Speedloader concept of container handling slashes costs through increased capability for cargo handling.

Other equally important Speedloader and containerization advantages: Drastic reduction in terminal and turnaround time keeps equipment on the move . . . reduction of damage to merchandise in transit . . . elimination of theft and pilferage. A request on your business letterhead will bring you the full National Speedloader story by return mail.

A-961D

NATIONAL *SPEEDLOADER* SYSTEM

Transportation Products Division

NATIONAL MALLEABLE and STEEL CASTINGS COMPANY

Cleveland 6, Ohio

CHECK NO. 27 ON HELP-O-GRAM COUPON



...fingertip control

Ringsby makes a science of finding the *best way* to handle freight. City dispatching operations combine modern facilities with personal attention to details. Result—RINGSBY ROCKET SERVICE is faster, surer every time.



MAJOR TERMINALS

Chicago	Ludlow 5-7200
St. Louis	CEntral 1-3751
Kansas City	Humboldt 3-9330
Cheyenne	3-9231
Denver	AComa 2-5761
Salt Lake City	Hilcrest 4-4481
Las Vegas	Bldday 3-4730
San Francisco	EXbrook 2-1885
Oakland	OLympic 4-1274
Los Angeles	ANgeles 2-3192

RINGSBY
TRUCK LINES, INC.
General Offices:
3201 RINGSBY COURT—DENVER
LINE OF THE ROCKETS

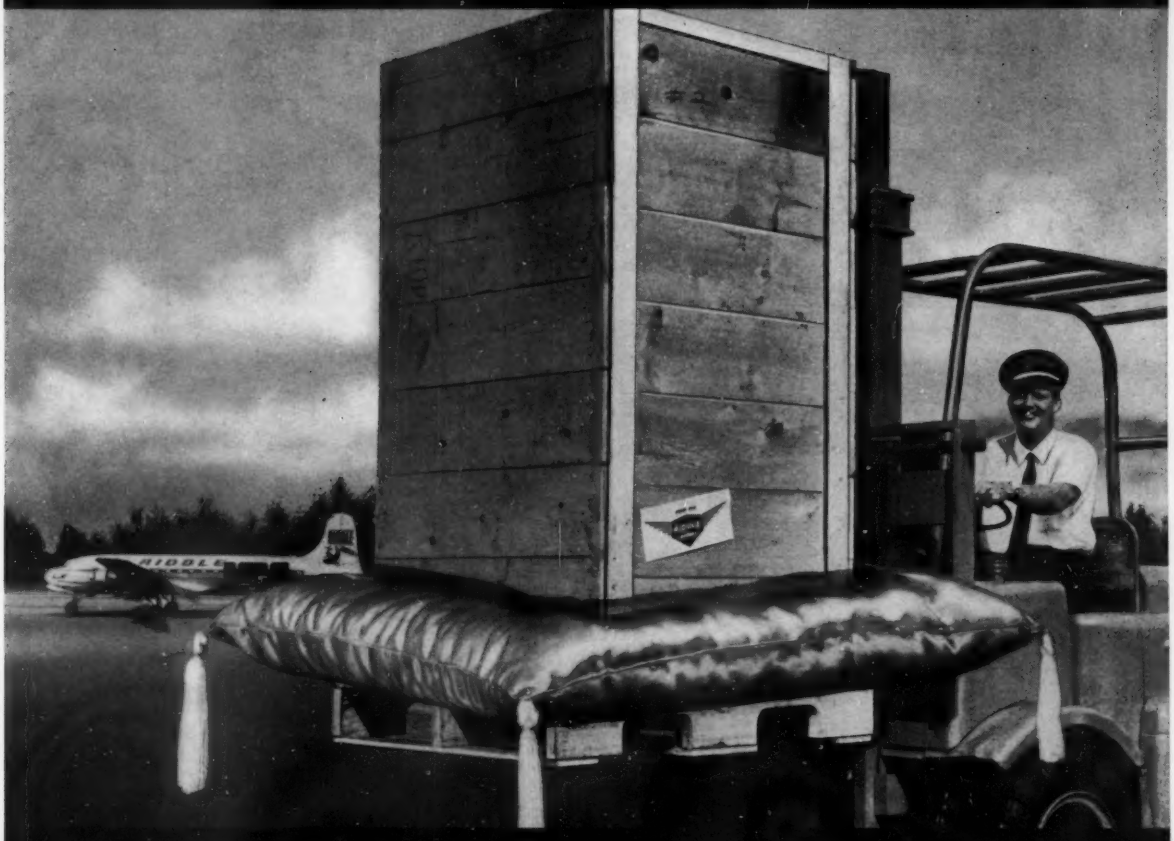
CHECK NO. 26 ON HELP-O-GRAM COUPON

INTIMATE notes OF EMINENT PEOPLE

By CURTIS C. STEWART

The first half of '60 is now behind us; the last half will balance out the year comparable to '59, we are still hopeful. And now a note of interest to the nation's shippers . . . The .NTERSTATE SYSTEM serves 9149 points direct, maintains 78 terminals in 24 states . . . **BORDELON (VINCENT A.)** assumes duties, Manager-Transportation Department, LOS ANGELES CHAMBER OF COMMERCE . . . **OBERFELD (EDWARD A.)** appointed General Sales Manager, EAZOR EXPRESS, hdq. Pittsburgh . . . **CHRISTENSEN (C. R. "Chris")**, long-time CONSOLIDATED FREIGHTWAY exec., becomes Executive Vice President, TRANSCON LINES, hdq. Los Angeles . . . **MURPHY (PHILLIP)** appointed Terminal Manager, CHICAGO EXPRESS, hdq. Chicago . . . **MILLER (C. J.)** appointed District Sales Manager, CONTINENTAL TRANSPORTATION LINES, hdq. Baltimore . . . **RUDY (KENNETH)** elected Vice President, VAN-PAK, INC., hdq. Des Moines . . . **PONESSA (BERNARD)** elevated to General Traffic Manager, PHELPS DODGE CORPORATION, hdq. New York, N. Y. . . . **MC EVOY (MICHAEL R.)** elevated to Sales Manager, **SEALAND SERVICE, INC.,** hdq. Newark, New Jersey . . . **PARISH (OLIVER L.)** picks up prexyship, BUFFALO TRAFFIC CLUB, Buffalo, New York . . . **DROHAN (WILLIAM F., JR.)** joins WATSON BROS. TRANSPORTATION, Special Commodities Division, hdq. Chicago . . . **SOMLYO (G. M.)** elevated to Vice Presidency, VICTORVILLE-BARSTOW TRUCK LINE, hdq. Los Angeles. "They serve the desert area" . . . **DALBY (ARNO)**, Board Chairman, T.I.M.E. Incorporated, hdq. Lubbock, Texas, takes leisurely look-see at eastern end of T.I.M.E. . . . **CORNISH (CABELL)** spends five days looking over RYDER'S Guatamalean operations . . . **BURTON (MARSHALL)** appointed Director of Sales. ALABAMA HIGHWAY EXPRESS, hdq. Birmingham . . . **LEIMERT (W. J. "Bill")**, long-time Chicago Terminal Manager for COOPER-JARRETT, now commands C-J'S eastern terminal, hdq. Jersey City, New Jersey . . . **NEUMAN (FRED A.), FRUEHAUF** Vice President and Sales Exec., looks in on the West Coast carriers . . . **FRANKSTEIN (ARTHUR)**, well-known midwestern Industrial Traffic Manager, just concludes his 15th year—Traffic Manager, LOOK Magazine, hdq. Chicago . . . **DUMONT (PETER D.)** joins sales staff, INTERSTATE SYSTEM, hdq. Elmira, New York . . . **MANIFOLD (SAM)** appointed District Sales Manager, P.I.E., hdq. Chicago . . . **ROBERTSON (JAMES J.)** appointed District Sales Manager, T.I.M.E. Incorporated, hdq. New York, N. Y. . . . **GASTON (JAMES)** appointed Terminal Manager, EAST TEXAS MOTOR FREIGHT, hdq. Lufkin, Texas . . . **SPEER (JAMES K.)**, fast-moving West Coast advertising exec., lounged around the wrong hotel at recent C.R.C. sessions, Dallas, for a period of two hours . . . **STEWART (ARTHUR J.)** appointed District Sales Manager, INTERSTATE SYSTEM, hdq. Chicago . . . **NERVEGNA (MARY)**, BARTLETT TRAILER COMPANY advertising exec., takes six weeks' European trip . . . **REARDON (CHARLES L.)**, long-time RINGSBY Operations Vice President, assumes duties Executive Vice President, MIDWEST FREIGHT FORWARDING COMPANY, hdq. Chicago . . . **MITCHELL (WILLIAM G.)** EASTERN EXPRESS Sales Exec., made that Boston golf course in 72 . . . GORDONS TRANSPORTS, hdq. Memphis, makes that Great Lakes to the Gulf route via modern relay system . . . **MAGUIRE (KEN)**, Denver-Chicago V.P., returns from Round-The-World trip with loaded briefcase on import-export problems . . . A note of interest to all shipping departments, those HANSEN AUTOMATIC TACKERS are going "Great Guns" and on every job, too! **KLASKIN (MIKE)** appointed General Sales Manager, GENERAL EXPRESSWAYS, INC , hdq Chicago . . . **LITZA (DAN F)** joins EAZOR EXPRESS, Operations Manager, hdq. Chicago . . . **LOWTHER (HAL A., JR.)** joins executive staff, The RAIL-TRAILER COMPANY, hdq. Chicago.

First-Class Care...Low Freight Fare



Plush Treatment...Rush Treatment

Not quite that plush, perhaps... but Riddle Airlines does handle your cargo with kid gloves.

There's nothing exaggerated about the "Rush", however. Riddle means RUSH . . . on the ground and in the air. Cargo goes "T.N.T."—Tonight Not Tomorrow!



RIDDLE airlines

Executive Offices
International Airport, Miami, Florida
Phone TU 7 2651
U.S. Scheduled Air Cargo Route 109 and 120
WORLD-WIDE INTERLINE CONNECTIONS

NATION'S LARGEST NORTH-SOUTH ALL CARGO AIRLINE

CHECK NO. 25 ON HELP-O-GRAM COUPON

new products July, 1960

stapling machine

Introduced by the International Staple & Machine Company: a new, portable, lightweight stapling device. Trade name: the *Sword Hand Boxer*. Features: a stationary staple-clinching anvil and a floating staple guide for holding unsupported corrugated material together as it's being stapled.

(Check 74 on Help-O-Gram)

floor repair solution

Shipping area and warehouse floor damage a perpetual headache? Then *Plastic Mastic*, an epoxy-polyamide chemical compound, may be just what you've been looking for.

Williamson Adhesives, Incorporated, points out that more than a year of exhaustive tests in industrial plants have proven Plastic Mastic to be a practical and highly economical method for repairing floors, as well as walls, ceilings, and roadways.

(Check 75 on Help-O-Gram)

truck & trailer track

Now available from the General Logistics Division of the Aeroquip Corporation: a new vertical track, designed to strengthen truck and trailer walls and to add an effective buffer rail to protect interior plywood linings.

Designated *Series E Vertical Track*, the equipment attaches to the wall of any vehicle with simple wood screws. Track, strap fittings, and second deck fittings are designed for easy, economical installation and operational ease.

Truckers are said to be safeguarded from cargo damage by over 1000 cargo tie-off points in a single installation, as well as numerous multiple decks for greater payload capacity and fast, secure loading.

(Check 76 on Help-O-Gram)

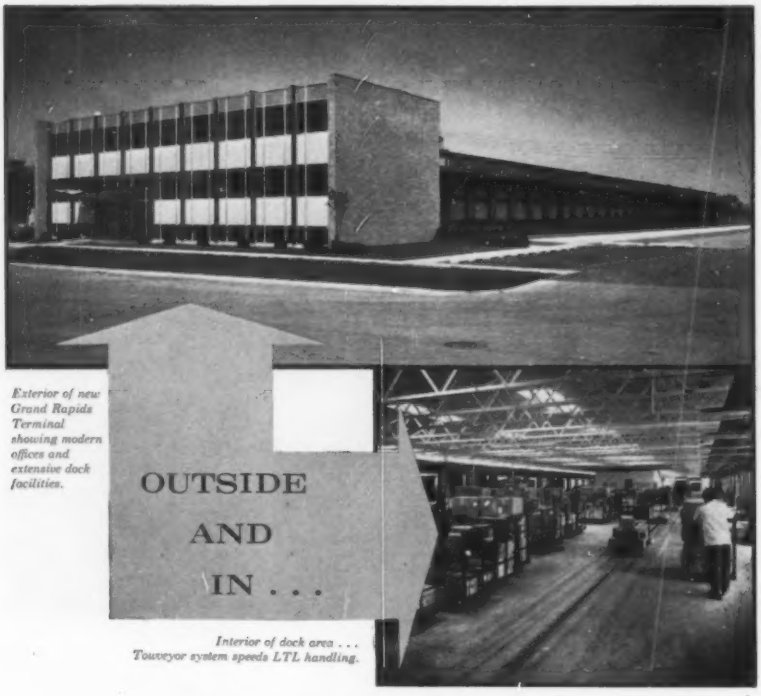
box truck

Designed to boost handling efficiency is a new, chrome-impregnated, fiberglas box truck, now available from the Nutting Truck and Caster Company.

Described as rugged, dependable, and lightweight, the component comes equipped with ball bearing, demountable, rubber-tired wheels.

Inside box measurements: 18″ x 36″ x 24″ or 24″ x 47″ x 24″.

(Check 77 on Help-O-Gram)



Exterior of new Grand Rapids Terminal showing modern offices and extensive dock facilities.

Interior of dock area . . . Towveyor system speeds LTL handling.

. . . this is one of the most modern freight terminals in the U.S. It's ASSOCIATED'S new terminal at Grand Rapids where every new development in LTL freight handling is combined to provide smooth, efficient service to Michigan Shippers. Ten acres of land, a 70′ x 312′ Towveyor equipped dock area, 61 docks, complete IBM accounting, automatic electronic axle scales, 900 miles of private inter-terminal telephone lines, plus modern road equipment and a highly trained staff of transportation specialists stand ready to serve you. Specify ASSOCIATED . . . First in Michigan!

associated truck lines, inc.
15 ANDRE ST., S. E., GRAND RAPIDS 7, MICHIGAN

ATL

CHECK NO. 24 ON HELP-O-GRAM COUPON

News You Can Use

(*Continued from page 2*)

Company, 135 South LaSalle Street, Chicago, Illinois.

Highway Trailer Company, 250 Park Avenue, New York, N. Y.

Trailmobile, Incorporated, 31st & Robertson Avenues, Cincinnati, Ohio.
United Cargo Corporation, 563 West 35th Street, New York, N. Y.

WATER CARRIERS:

Erie & St Lawrence Corporation, 80 Broad Street, New York, N. Y.

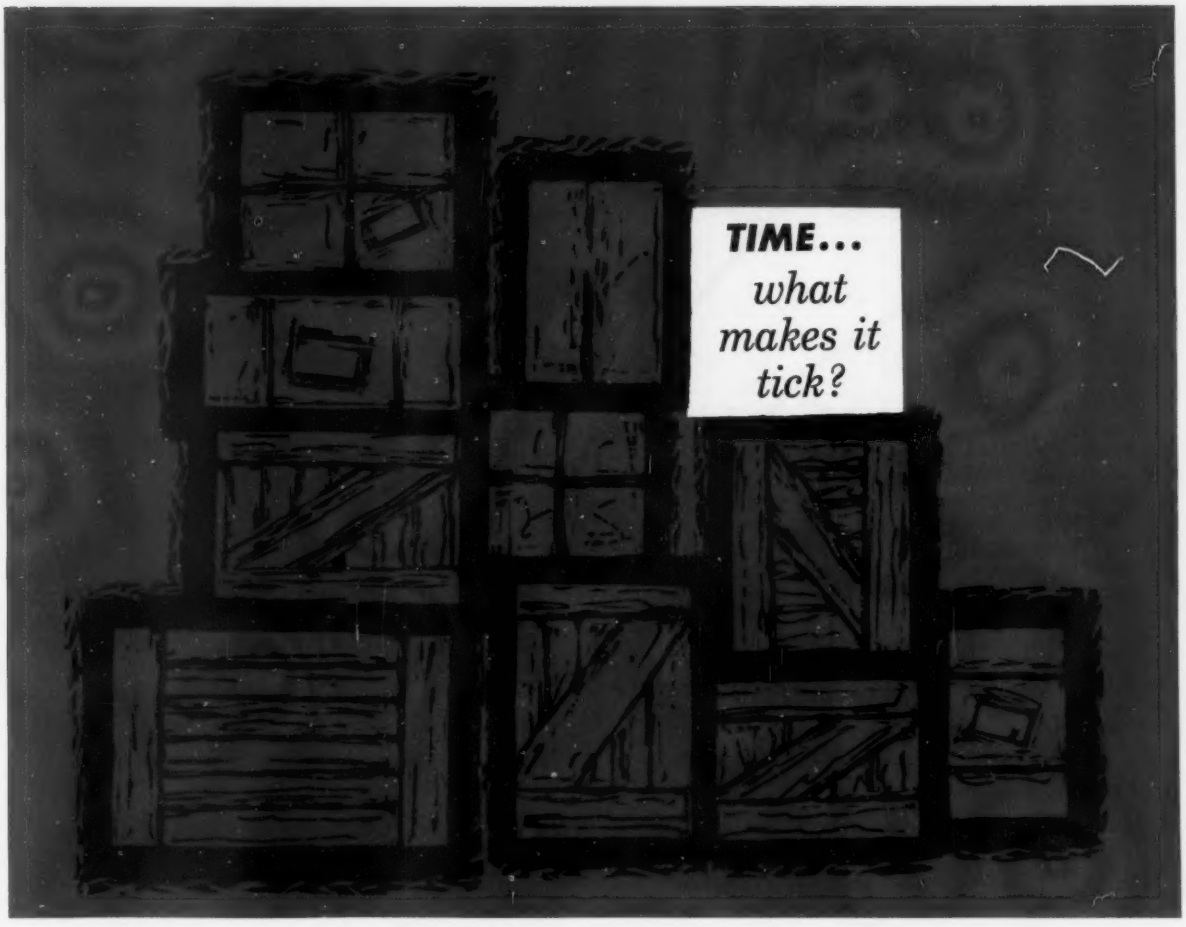
Grace Line, 3 Hanover Square, New York, N. Y.

Matson Navigation, 215 Market Street, San Francisco, California.

Sea-Land Service (Pan Atlantic Steamship Company), P.O. Box 1050, Newark, New Jersey.

PORT GROUPS:

Port of New York Authority, 111 Eighth Avenue, New York, New York.



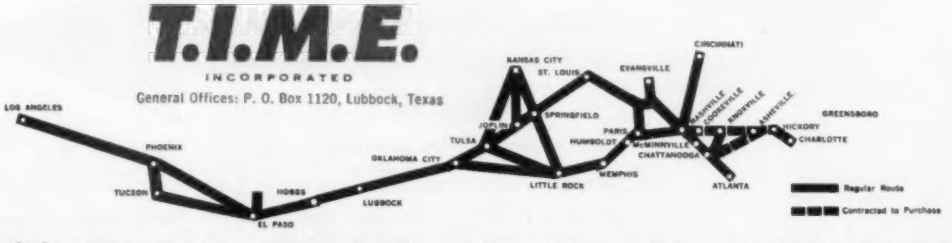
An Ounce Of Prevention Is The Cure For Claims

Highly trained TIME personnel and modern freight handling equipment result in one of the lowest claims ratios of any transcontinental motor carrier. The careful handling and inspection of all freight has made TIME the leader in the low claims ratio field.

But no carrier, of any sort, has ever existed without claims . . . though chances are, if you ship by TIME scheduled service you'll never have to file a claim . . . if you ever do, you can be sure your claim will receive immediate attention. Company policy insists on prompt service in the payment of any claims within seven days from receipt of papers at the general offices.

So ship TIME — enjoy all the benefits of a really dependable transcontinental motor carrier . . . so dependable, it's SCHEDULED.

T.I.M.E.
INCORPORATED
General Offices: P. O. Box 1120, Lubbock, Texas



Terminals: Atlanta • Cincinnati • El Paso • Evansville • Hobbs • Humboldt • Joplin • Kansas City • Little Rock • Los Angeles • Lubbock • Memphis • Nashville • Oklahoma City • Paris, Tenn. • Phoenix • Springfield • St. Louis • Tucson • Tulsa

Call Stations: Jackson, Tenn., Ph. 2-1606 • Las Cruces, N. M., JA 6-2249 • Carthage, Mo., FL 8-4622 • Neosho, Mo., GL 1-2442

Sales Offices: Washington, D. C. — 112 Professional Bldg., Courthouse Sq., Arlington 1, Va., JA 7-6242

CHECK NO. 34 ON HELP-O-GRAM COUPON





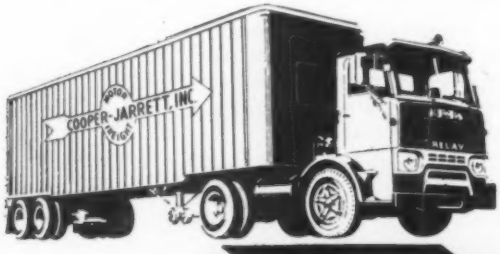
YOU . . .

THE TRAFFIC MAN . . .

SAID

NOW!

"Save Time!" The Traffic Men said.
"O.K.!" said Cooper-Jarrett.
And we did! Cooper-Jarrett . . . .
THE TRAFFIC MAN'S LINE.
. . . installed a new . . . almost completely automatic and error free system that allows us to get your shipments off hours earlier than usual.
How? By saving some three hours on each departure. Hours saved because of no need to wait for billing. It's taken care of by the Cooper-Jarrett teletype and I.B.M. system.
And . . . Cooper-Jarrett, "Maximum Maintenance" of equipment means the time saved at the start gives you faster customer delivery.



MOTOR FREIGHT
COOPER-JARRETT INC.

CHICAGO 36, ILL.
2113 W. 73rd St.
WAlbrook 5-9770

CLEVELAND 9, OHIO
2769 Commercial
PRospect 1-7511

PHILADELPHIA 40, PA.
4355 Rising Sun Ave.
GLadstone 7-2000

NEW YORK, N. Y.
WHitehall 3-2924-5

JERSEY CITY 4, N. J.
100 Water St.
DElaware 3-0400

TRENTON 8, N. J.
1617 Princeton Ave.
EXport 6-9231

KANSAS CITY 20, MO.
4910 Gardner St.
HUmboldt 3-6661

WALLINGFORD, CONN.
Ives Road
COlony 9-1451

*"the Traffic Man's line" is a Trade Mark of and in use by Cooper-Jarrett, Inc.

CHECK NO. 23 ON HELP-O-GRAM COUPON

AIR CARGO NEWS

Coordinated highway-air transportation has taken still another giant step forward! The Consolidated Freight Company of Saginaw (Mich.) and American Airlines have introduced a spanking new truck-air freight operation, linking communities in Michigan with a variety of major cities all over the U. S.

Michigan centers affected by the new service: Alma; Battle Creek; Bay City; Beaverton; Benton Harbor; Flint; Jackson; Kalamazoo; Lansing; Midland; Niles; and Saginaw. Future plans: service to many other communities currently in Consolidated's operational area.

Designated Truckair, the Consolidated-American transport operation is geared to permit Michigan shippers to distribute their products anywhere on a one-call-does-all basis.

Says Consolidated president A. F. Mathews: "The system reduces by about 50% the workload of the average shipper. What's more, it should be a real money-saver, since the new through rate is much lower than the former truck and air rate combined."

One bill of lading covers the shipper utilizing Truckair service. Under the system, local consignments are picked up by Consolidated; hauled over-the highway; and delivered to AA pickup cities. There, they are loaded aboard airfreighters and flown to their destinations—often being delivered overnight!

Though most freight hauled via Truckair will be airlifted by DC-6As and DC-7Fs, some will travel aboard super-speedy Boeing 707 jets. Loading-unloading will be facilitated, no matter what type of aircraft is employed, through the use of Paul Bunyan boxes.

Here's an offer of interest to all air shippers! Air France has just published a complete set of 11 specific commodity rate booklets, containing the latest rates on such items as foodstuffs; spices; beverages; books; artificial flowers; adding and computing machines; textiles; and toys.

The guides are designed to provide vital information in a hurry regarding consignments to and from Europe, Africa, the Near East, Asia, Mexico, and cities around the globe.

Want your free set? Write to: James R. Cason, Jr., Air France, New York District Cargo Manager, 683 Fifth Avenue, New York City 22, New York.

Cargo inbound to the New York Metropolitan Area from the Far East? Under a super-speedy sky freight operation established by Japan Air Lines, consignees in and around Gotham are receiving their goods in less than 35 hours!

The program in operation: New York-bound freight spans the Pacific, from Tokyo to Seattle, in 18 hours. Upon its arrival on the West Coast, JAL employees check and process the cargo; clear it with customs; and load it aboard an eastbound flight—for next day delivery in New York.

That's real efficiency!

A salute to the Emery Air Freight Corporation, which bills itself as the world's foremost air freight forwarder! The firm recently handled and hauled its 3 millionth shipment, consisting of Westinghouse radios, hi-fi sets, and television sets outbound from Metuchen (N.J.) to Chicago.

Founded in 1946, to date Emery has processed and transported more than 10 million individual items. Weight: a hold-onto-your-hat 275,172,943-pounds.



WING TIPS

Improved air-surface coordination! That's the goal of a new agreement just inked by United Airlines and the Railway Express Agency.

Under the UAL-Railway arrangement (effective last month) "consignments may be originated as air freight and delivered to final destination as surface express, or in reverse order. Charges—either prepaid or collect—will be a combination of the applicable air and surface rates of the two carriers."

In addition, the agreement provides for a single receipt, covering movement by air freight between UAL's system cities and surface express between these points and non-airport centers served by Railway.

Covering all types of shipments acceptable in both express and air freight services, the pact is expected to meet shipper needs for coordinated handling of cargo moving to and from cities and towns without scheduled service.

Available on free loan from KLM Royal Dutch Airlines: two superb 16-mm. films of tremendous interest and value to air-minded traffic executives and their aides. Winged Profits shows the ABCs of sky freight handling and hauling, while Meet The People graphically depicts how well-trained personnel around the world keep KLM flying smoothly, safely, and efficiently.

The Lockheed Aircraft Corporation, creator of the fabulously successful Hercules prop-jet skyfreighter, has gone back to its drawing boards and come up with an "interim modernization transport designed for use by the Military Air Transport Service."

Basically, the plane is an extended range version of the long-range C-130B. It features a gross take-off weight of 155,000-pounds—21,000-pounds more than the maximum take-off weight of the C-130Bs now in service.

Other "Advanced B" innovations: beefed-up landing gears and supporting structures, and increased fuel capacity, thanks to pylon tanks under each wing, lifting the "Advanced B's" fuel load from 6,960 to 9,690-gallons.

Ship extensively to Puerto Rico? Pan American World Airways has hacked its cargo rates to the Commonwealth by as much as 30%. What's more, it has upped its air freight capacity to and from the island by a staggering 100%.

"The reduced rates," says PAA, "affect shipments of all weights on Clipper flights in both directions between San Juan and Miami, New York, Washington, Baltimore, Philadelphia, and Boston."

Under its new program, PAA is operating 86 flights in and out of San Juan every week. The carrier's jet Clippers, hauling up to 10,000-pounds in addition to their full passenger loads, will be employed on 54 flights per week.

PAA's current Puerto Rican cargo capacity: 800,000-pounds. Flight time to the island: from New York, 3-1/2 hours; from Miami, 2 hours and 10 minutes.

Launched last month by the Scandinavian Airlines System: daily DC-8 jet service linking New York and Copenhagen . . . Eastern Air Lines is now operating four-flights-a-day to and from Minneapolis-St. Paul and Chicago, Louisville, Cincinatti, and other southeastern points.

North Central Airlines' operations are mushrooming! Routes currently being flown by the carrier add up to more than 5,366 miles—nearly double North Central's '54 total. What's more, an additional 3,442-route-miles of extensions are at present pending before the Civil Aeronautics Board, including cargo-passenger service to and from three provinces north of the border.

Swissair's sky freight operations are soaring! Freight gain in '60, as compared with the same period in '59: a snappy 26%. And this is only the beginning, company officials report, pointing to Swissair's recent launching of Caravelle jet service to London and DC-8 trans-Atlantic jet hops to New York.

Says Swissair: "The utilization of jet-liners should lift our freight capacity tremendously. In the second half of this year, for example, Swissair will offer—across the Atlantic—a loading capacity for goods that is 4-5 times larger for Switzerland-U.S. traffic and 7-8 times larger in the opposite direction than the volume of freight hauled in the same area during the same period last year.

What is Swissair transporting? Everything. Major items include: textiles; shoes; leather goods; automobiles; tractors; radio and television sets; chinaware; optical and photographic equipment; and scientific and medical instruments.



CONTAINERIZATION: a traffic view

■ How do leading traffic and transportation executives feel about containerization? Which facets of container shipping impress them most? And how do they plan to cash in on the multiplying benefits containerization is sure to offer, as it surges forward in the years ahead?

"Wider use of containerization in freight shipments will substantially cut transportation costs," predicts **L. E. Galaspie**, director of traffic at the Reynolds Metals Company, Richmond, Virginia.

shipping costs: 5-20%

"Transport costs," he points out, "make up from 5% to 20% of the final selling price of many products now on the market. An additional large portion of the final price, moreover, may be traced directly to handling and rehandling in the factory and on the shipping route."

These costs, however, could be hacked tremendously through the use of modern shipping containers, Mr. Galaspie emphasizes. Reason? Containers are geared to reduce the number of units handled. They are designed to shave labor costs; permit lower initial investment in transportation; and expedite loading-unloading-shipping-receiving.

And that's not all! "Other advantages of containerization include sharply reduced pilferage; lowered damage; the elimination or reduction of costly packaging and crating charges; quicker loading and turn-around for carrier equipment; faster door-to-door service for shippers and consignees; simplified paperwork; and enhanced flexibility in interchange."

Declares the nationally-known distribution executive: "Containerization is proving itself again and again. And the more it matures and is refined, the more apparent will become its numerous advantages."

How is container shipping already being employed today? Examples cited by Director Galaspie:

- **Shipping of bulk sugar and flour to bakeries in large aluminum containers. Upon arrivals, these containers serve perfectly as storage chests and dispensers in the bakery. Result? The filling of a whole host of bags is eliminated, as well as the handling of these bags along the shipping route and in the bakery.**

- **Utilization of modular containers, designed to be made any length merely by fastening individual units together.**

- **Employment by the Armed Forces of expendable fibreboard containers. Purpose: to transport combat equipment to "hot" areas quickly, efficiently, and economically.**

- **Use of an advanced bulk container for hauling malt to breweries. The component may be shifted, post-haste, from a flat-bed truck to a railroad flat-car.**

- **Extensive tests, by meat packers and other food firms, aimed at exploring the possibility of utilizing aluminum containers endowed with jackets containing pre-chilled refrigerants. Object: to ship meat directly from the packing plant to stores, without the meat being exposed to possible contamination.**

- **Employment by a growing number of carriers of aluminum containers for fishyback service.**

Concludes Mr. Galaspie: "Some of the advantages of containerization may be open to debate. Nevertheless, even if they're only partially realized, the economies achieved will be such that the shipping public will demand the mass use of inter-mode containers, on a national basis, as soon as possible."

Distribution experts at the **Milwaukee (Wis.) Company** likewise regard containerization as a development "destined to work a major revolution in transportation, as we know it."

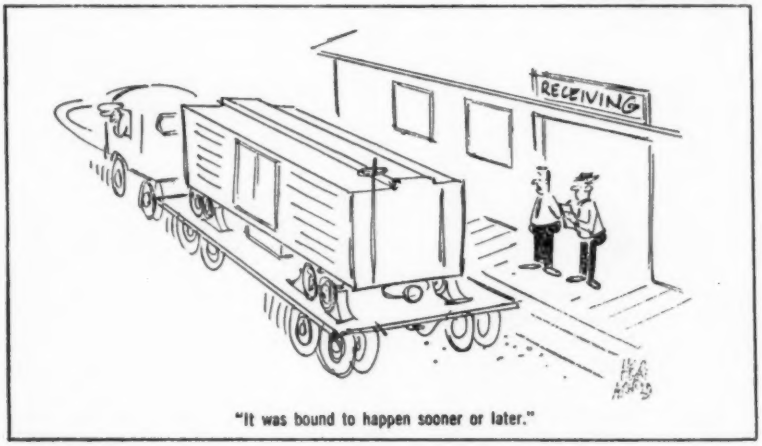
Declared the Milwaukee-based investment house, in a recent report to its investors: "Revolutionary new procedures, revolving around expedited handling and hauling of cargo, are giving shippers and common carriers cause to rejoice.

"Until only recently, moving freight any distance often involved cumbersome transfers between carriers, excessive time loss, high costs, pilferage, and complicated bills of lading. But the advent of piggyback and fishyback and the enormous potential offered by the container concept will brighten the profit picture for shippers and carriers.

"Ultimately, a consignor will be able to send his goods anywhere in the world at top speed and minimum cost."

T. P. Nelligan, executive vice president of Chicago's Albert Schwill & Company likewise sees a tremendous

Courtesy of Lifschultz



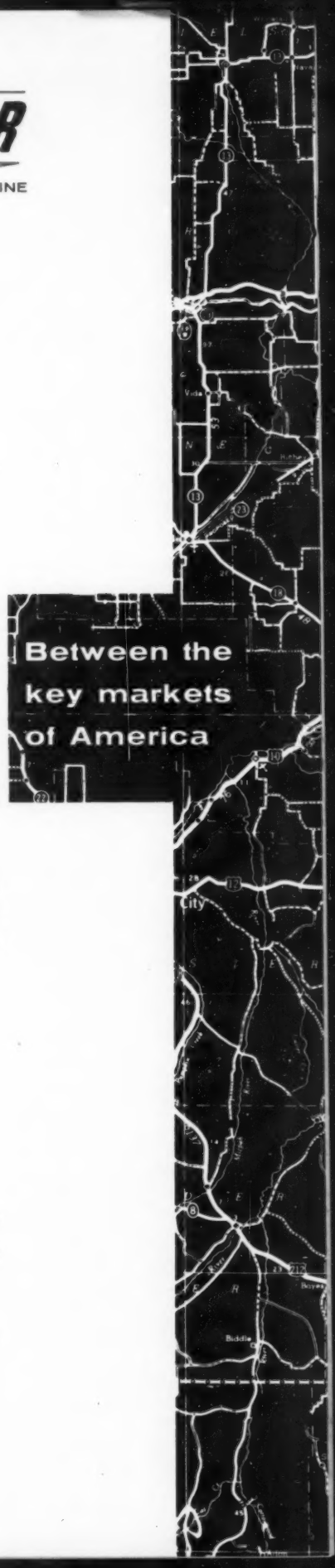
"It was bound to happen sooner or later."

EVERY DAY'S A GOOD DAY AT **SPECTOR**

THE LIFE'S WONDERFUL LINE

CUSTOMERIZED

FREIGHT TRANSPORTATION SERVICE



A complete quality-controlled service on your ltl, volume and truckload shipments. Every detail—equipment, facilities, methods (and courtesy!)—designed to your expressed and researched recommendations...to help you ship more efficiently, more economically.

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future for containerization.

"Containers will deliver the product at the use point in better condition than open or bulk shipping," says Mr. Nelligan. "We ship malt. In our case, the physical condition is a matter of specification. Shipments may be rejected if there is too high a percent of skinned and broken material, if there is any contamination or insect infestation, if the moisture content is too high or if any water has leaked into the product.

"In all these vital areas, the container gives the shipper much more control over the condition of his product upon arrival. Why? Because the product is received in the condition in which it is shipped and without being handled by any outside agency."

What effect will containerization have on distribution in the years ahead? Declares Mr. Nelligan: "The most apparent change in the distribution function resulting from containerization is its impact on the warehousing function. In many fields—such as the meat industry—it has been the practice to ship full carloads to distribution centers and break them down into smaller delivery-size units of assorted products.

"Since containers are smaller units than carloads, approximately the same size as delivery units and still carry carload rates, this operation is now moved back to the manufacturing side. In this case a warehousing type of function has been eliminated.

"Many industries—beer, for one—are studying this feature of containerization," concludes Mr. Nelligan. "Aim: to eliminate costly warehouses and substitute relatively simple transfer operations for containers."

containers KO damage

Also profoundly impressed by the progress and promise of containerization is Fruehauf Trailer's **Roy Fruehauf.**

In Mr. Fruehauf's estimation, "with containers, freight claim damage is reduced to an absolute minimum. Total loading and unloading time is measured in hours, instead of days. Through the utilization of containers, the bit-by-bit accumulation of freight, costly warehousing, stacking, and sorting become a thing of the past. Containerization also means a single through bill of lading."

Roland M. Puder is another top-notch traffic-transportation executive who is sold on the merits of containerization. As supervisor of material handling, packaging, and distribution for E. I. duPont de Nemours in Wilmington (Del.) Mr. Puder has seen containerization in action many times. And he has liked what he has seen!

"DuPont has reduced its distribution costs through containerization," Mr. Puder is quick to point out. "And many of the developments have provided enhanced service."

Herbert H. Hall, general chairman of the American Standards Association—and a man long interested in the improvement of transportation through advanced equipment and techniques—likewise believes that containerization is destined to floor transport costs. He has one all-important reservation, however. And it's an important one. Mr. Hall firmly believes that containerization will not live up to its full potential unless there is a determined drive toward the standardization of shipping containers.

"The awakening realization that what might be good for one mode of transportation might also be beneficial to another," says Mr. Hall, "is gradually bringing carriers together in working out an interchange of trailers and containers.

"When the various carriers making up America's transport system are convinced of the advantages, economies, and permanence of freight container interchange, and when they evolve suitable facilities for the efficient handling and transporting of containers, distribution in the U. S. will become far more efficient. This can only lead to a welcome improvement in the national economy."

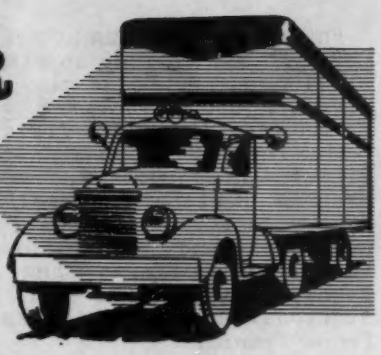
What are the primary aims of the standardization program Mr. Hall advocates? Basically, here's what it is designed to achieve:

1. Shipment from origin to destination in unopened sealed units.
2. Reduced packaging and packaging material expenditures.
3. Slashed paperwork.
4. Lowered insurance costs.
5. Floored loss and damage.
6. Sliced loading-unloading costs.
7. Reduced contamination from outside sources.
8. An end to pilferage.

No development in transportation, during the past decade, has been applauded more warmly by the nation's cost-conscious traffic executives than the steady growth of containerization. Virtually without exception, TMs everywhere are solidly behind this cost-cutting, efficiency building procedure.

As one traffic executive put it, at a recent distribution conference in New York City: "Containerization could be the open sesame to a new and tremendous era in transportation—an era in which industrial shippers everywhere will get more for their shipping dollar than ever before in history."

VIA MOTOR CARRIER



Objective: snappier service for motor freight shippers. Independent Truckers' approach: a tip-top communications setup. Method: the installation of over 1,000 miles of telephone lines, linking the carrier's Omaha GHQ with its three terminals.

The voice "tie-in" line—replacing teletypewriter equipment—has already substantially boosted communications and operational efficiency at Independent.

Says Chicago terminal manager Earl Anderson: "Customer inquiries are being handled and processed with added dispatch, since the voice line enables us to trace the location of any in transit shipment in a big hurry."

What's more, Mr. Anderson points out, the system has enabled Independent to tighten its control and coordinate the movement of its 143 pieces of trucking equipment. Result? A vastly improved transport operation.

Basically, the new telephone line consists of two circuits—each terminating at Omaha. The western circuit links Denver and Sioux City with Omaha; the eastern link, Chicago with Omaha. A switching arrangement at Omaha enables the two circuits to be "welded" into one overall network, when desired.

Johnson Motor Lines' all-out expansion drive is rolling along! Now the carrier has applied to the Interstate Commerce Commission for permission to acquire a number of new Georgia and South Carolina interstate operating rights from Cooper Motor Lines.

The Public Service Commission of South Carolina has already granted Johnson temporary authority to render the intrastate motor freight service formerly handled by Cooper. This enables Johnson to handle shipments between virtually all communities in South Carolina.

In another important development, the ICC has granted Johnson temporory authority to control the Emmott-Valley Transportation Company of Uxbridge, Massachusetts. This extends the carrier's general commodity services between New York, New Jersey. New England, the Middle Atlantic area, and the South.

Explains Maurice E. Sheahan, Johnson's president: "The acquisition of these additional operating authorities will enable us to expand our present interstate service between Atlanta, the Carolinas, Virginia, and various Eastern markets.

"Johnson's ownership of Atlantic State Motor Lines and its control of Emmott-Valley, plus its acquisition of the new operating authorities, will offer the shipping public one of the most comprehensive coverages of any motor freight carrier operating along the Eastern Seaboard, between Maine and Florida."

Where does the arrangement leave Cooper Motor Lines? Says Charles F. Cooper, who heads the Greenville (S. C.) line: "The sale of this portion of our operating rights will permit us to concentrate our resources and effort on rendering full and efficient service on our long line routes running between the Southeast and New York."

Object: better service for Central and Southern Truck Lines customers. Method: the acquisition of 40 new 38-foot Fruehauf stainless steel reefers. Outstanding features of the Fruehauf vehicles: ceiling and sides consisting of six inches of fiber glass; a floor containing six inches of saniblock; and aluminum flooring, designed to provide an exceptionally high air flow to facilitate cooling of the payload.

Central & Southern maintains 10 terminals. Locations: Chicago; Caseyville (Ill.); Omaha; Kansas City (Mo.); New Orleans; Atlanta; Scottsburg; Sharon (Tenn.); Adel (Ga.); and Mobile.

Another pat on the back for the Spector Freight System! The carrier—a pioneer in advanced motor freight hauling and handling—has been awarded the Society of Advanced Management's 1960 Material Handling Award.

Labeling Spector "one of America's most dynamic motor freight lines," the Society has warmly applauded the carrier's work in freight containerization; mechanization of terminal handling methods; and double bottom and relay operations. The organization has also cited Spector's "promotion of original handling research" as outstanding.

Reads the SAM's citation: "Through Spector's efforts to provide better, more efficient material handling in trucking and motor transportation, it has justly earned a reputation as one of the trucking industry's foremost spokesmen."

Business is booming at the Eazor Express Company! And to keep up with the mounting hauling demands being made on it, the carrier has just added 25 new Brown cargo vans to its expanding motor freight fleet.

Eazor's GHQ: 15 Twenty-Sixth Street, Pittsburgh. Terminals: Charleston, Parkersburg, Huntington, Wheeling, and Clarksburg, West Virgina; New York, Syracuse, Rochester, and Buffalo, New York; Pittsburgh, Erie, Sharon, and Beaver Falls, Pennsylvania; and Chicago, Illinois. Relay stations: Weston, Ohio, and Harrisburg, Pennsylvania.

A two-way radio dispatch system, installed by Ringsby Truck lines, is expediting local pickup and delivery freight service in the Ogden (Utah) metropolitan area. Ringsby's Ogden terminal: 1107 Wall Street.

The trucking industry is still talking about the ICC's recent decision to deny a rail petition to reconsider its OK of Consolidated Freightways' acquisition of Motor Cargo and Liberty Motor Freight. Declared the ICC: "The preservation of railroad inherent advantages does not require this body to freeze the motor carrier industry at its present level."

Productive, stimulating, invaluable—as always! That's the only way to describe the recent two-day Denver conclave of the Middlewest Shipper-Motor Carrier Conference.

Now meet some of the Committee Chairmen (photo below) who have made the MSMCC one of the nation's most dynamic transportation organizations.

From left to right: Victor L. Emery, Legislative & Defense Transportation; Wayne E. Hollowell, Tracing, Routing & LTL Service; W. J. Kazmer, Classification, Rate & Tariff; Gelen Jacob, Treasurer; Russel Treptow, MSMCC Vice President; and Maurice Rudow, MSMCC President.



Watch it! In our May, 1960, issue, we reported that tractor-trailers "up to 50-feet in length may now move unhindered to and from any point in the U. S." Reason? The lifting, by five former holdout states, of their maximum limits.

However, writes H. R. Steffen, Traffic Manager at Coats & Clark, Incorporated, New York City: "A word of caution should have been issued with regard to the state of Pennsylvania . . . Under an ill-advised state law, Pennsylvania's maximum trailer length is 35-feet. Recently, officials in Pennsylvania have been enforcing this law 'to the hilt.' There seems to be no immediate relief in sight as to trailers over 35-feet-in-length designed for hauling freight other than livestock or autos."

(Late word received by Shipping Management-National Hi-Way Shipper is that the Pennsylvania Motor Truck Association has voted and is pressing for legislative and executive action to lift the present 35-foot limitation to 40-feet.

David Charnay president of the Highway Trailer Company and a spokesman for the PMTA, pointed out that "the situation in Pennsylvania is impossible. Highway Trailer has closed part of its manufacturing facility in Hazleton because of the 35-foot law."

Concluded Mr. Charnay: "Governor Lawrence's failure to answer requests for conferences on the issue . . . will be disastrous for the state's economy unless the law is changed.")

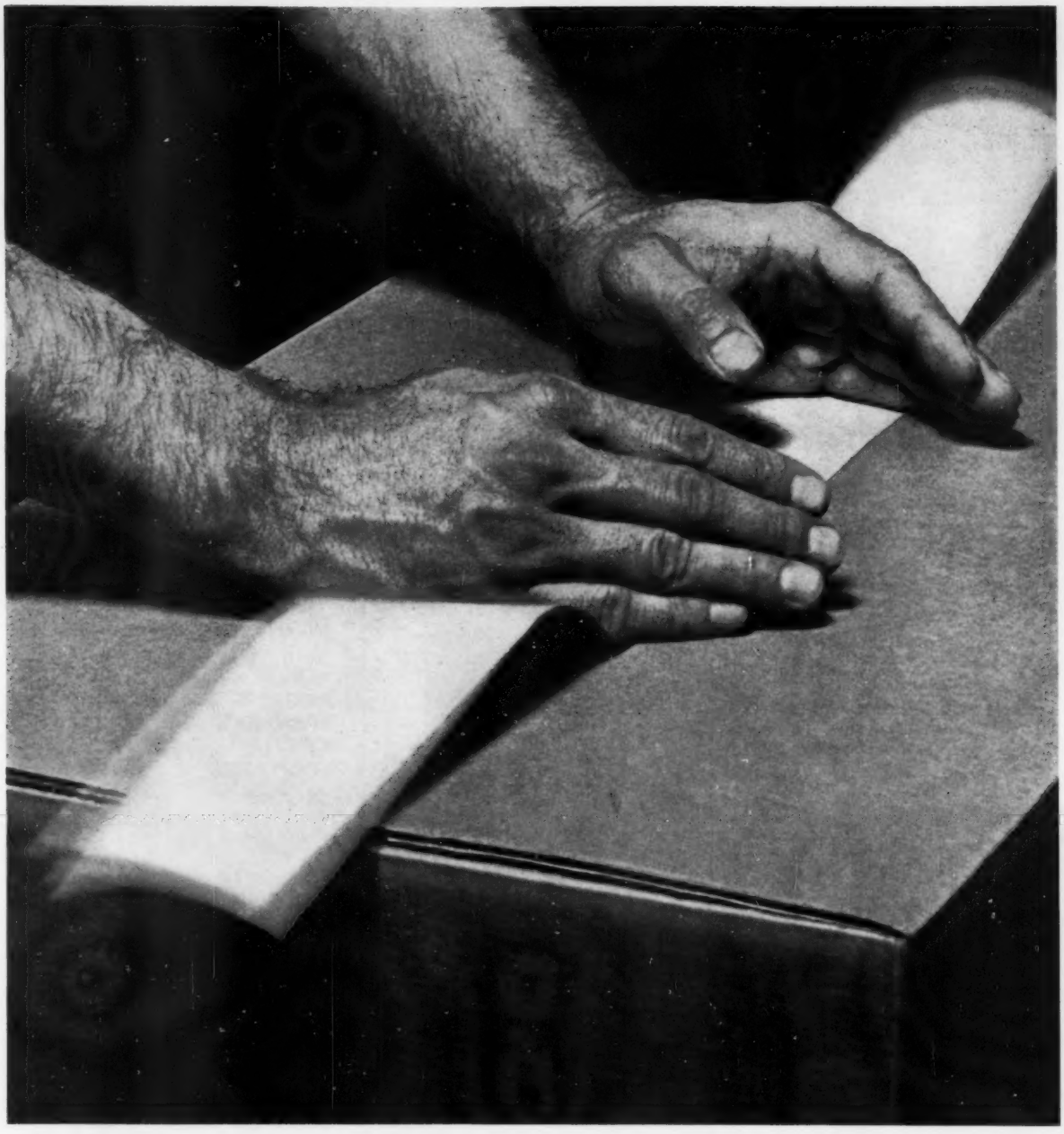
Thank you for alerting us to the situation in Pennsylvania, Mr. Steffen. Much appreciated!

Motor freight continues to clobber in transit damage! Proof? The astounding safety records racked up recently by a whole host of highway carriers.

Branch Motor Express, for example, has been presented with the first 10-Year-Safe-Shipping-Citation ever awarded by the Liberty Mutual Insurance Company. Branch's achievement: an eye-opening 0.37% cargo claim ratio over the past decade.

Mason & Dixon Lines is another carrier that has placed the accent on highway safety and reduced shipping damage. Compiling the best overall trucking industry safety record during '59, the carrier has been awarded the American Trucking Associations President's Trophy—the highest honor attainable in the ATA's yearly National Truck Safety Contest. Provided by Trailmobile, the trophy is awarded to the truck line with the nation's most dynamic over-the-highway accident prevention program.

Other ATA competition winners: General Commodities Division—Combination Local and Over-The-Road, Bison Freight Line (up to 1 million miles); Ted Peters Trucking (1-5 million miles); Cushman Motor Delivery (5-10 million miles); Dixie Highway Express (10-20 million miles); and Navajo Freight Lines (over 20 million miles).



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Sterling Supreme gummed sealing tape truly puts the "seal of approval" and quality on every packaging job. That's because *Sterling Supreme* gives you everything you want for the broadest range of carton sealing requirements. Its rugged strength and instant-bonding adhesive give you a tape that grips like iron, and resists scuffing at all carton weak points. In addition, Flexoning® provides "built-in" pliability to seal more cartons faster than ever before. *Sterling Supreme* is available in a full range of weights, lengths, widths and colors, plain or printed.

Remember *Trojan Imperial* gummed tape, too. It's a companion product with the kind of quality standards you can always expect from any Trojan tape. Regardless of your choice, you can be *sure* of fresh stock, prompt delivery and top-notch performance.

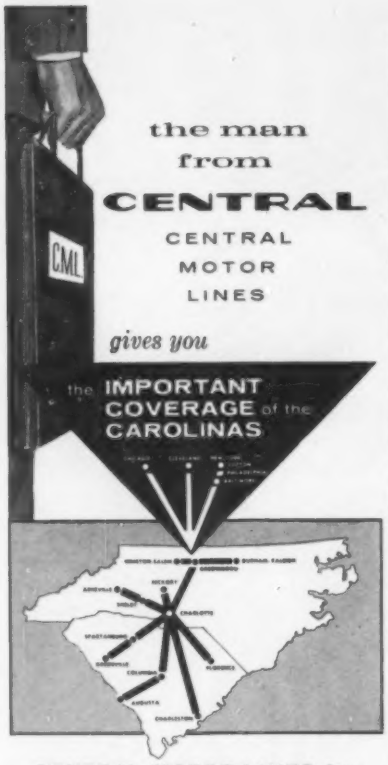
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FREE LITERATURE
TURN TO
PAGE 32

traffic news

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. . . The award, a plaque, will be
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. . . gh . . . Safety committee, W? . . .

Elected president of the **ATA's National Tank Truck Carriers Conference: W. E. Johnson,** executive vice president of Chicago's **Rogers Cartage Company . . . Admiral R. W. Cary,** vice president of **Toledo Marine Terminals,** has been elected president of the **Council of Lake Erie Ports . . .** Named director of industrial relations by the **Fruehauf Trailer Company: R. M. Lyons.**

International Harvester has selected **M. M. Parkhurst** as its new GTM. He



M. M. Parkhurst

succeeds **A. C. Friedsam,** who recently retired after 48 years of service with IH . . . Proud of your traffic department? Think your setup would make a good feature story for **Shipping Management-National Hi-Way Shipper?** We'd be glad to talk it over with you, with an eye toward future publication. Interested? Just drop us a line. We'll take it from there! . . . **R. I. Banks** has been elected president of the newly formed District of Columbia chapter of the **American Society of Traffic and Transportation.**

D. C. Robinson has been boosted to the post of Stockton (Calif.) branch manager by **Pacific Intermountain Express** . . . Congratulations to **C. H. Sturgeon, B. F. Goodrich's** top-notch TM. Mr. Sturgeon recently became the first American ever to be elected an Associate of **Great Britain's Institute of Transport.**

Appointed: **C. Post,** as eastern district manager of used trailer sales, **Highway Trailer Company . . . F. Burke,** as manager of operations, **Spector Freight System . . . V. L. Christiansen,** as director of public relations-advertising, **Pacific Intermountain Express . . . J. Lindley,** as Kansas City (Mo.) terminal manager, **Interstate Motor Lines . . .** and **G. H. Vottler,** as regional sales manager in Los Angeles, **Seaboard & Western Airlines.**

K. A. Hines, Jr., has been appointed to the newly created post of finance director at the **Watson Bros. Transporta-**

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tion Company . . . Happy 15th Anniversary, **SPHE!** Organized in 1945—for the advancement of scientific protective packaging and materials handling—the **Society of Packaging and Handling Engineers** now has over 1,100 members and 20 active chapters all over the nation.

S. H. Johnson, Jr., a tip-top financial analyst and newspaperman, has joined the **Ryder System's** public relations department . . . Appointed manager of sales by the **Sparton Corporation: C. R. Lewis** . . . Hats off to the **Chemstrand Corporation,** which recently became the 30th participating member of the **ATA Foundation.**

Changes at **Mack Trucks: R. K. Christiansen,** upped to the post of assistant director of the firm's service division; **R. Hamilton,** named manager of service engineering; and **R. W. Allen,** appointed assistant general sales manager . . . Two new directors at the **Highway Trailer Company: G. R. Ruppel,** vice president-finance, and **C. N. Christy,** treasurer. Reelected as directors: **D. B. Charnay,** Highway's chairman; **C. L. Schneider,** its president and general manager; and **J. Epstein,** an investor.

W. M. Hite has been named an **ATA Motor Carrier Directory** Regional Manager. His territory: the Southeast, from North Carolina to Texas. Mr. Hite is a former chairman of the **ATA Customer Relations Council** and is recognized as one of the trucking industry's foremost leaders . . . Named manager of the **Denver Chicago Trucking Company's** Seattle terminal: **R. Eicher** . . . Appointed Northern California district manager by **Interstate Motor Lines: R. Brooks.**



W. M. Hite

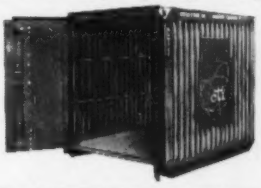
J. S. McDougal, traffic manager at Washington's **Woodward & Lothrop,** has been renamed chairman of the **National Retail Merchants Association's Transportation Committee.** Reappointed vice chairman: **R. W. Vantine, Bloomingdale's,** New York . . . **W. S. Kavanaugh** has been named container sales manager by the **Fruehauf Trailer Company.**

Promoted to general sales manager by the **North American Car Corporation: R. P. Herman** . . . **Paramount Paper Products** of Omaha is on the move! Expanding, the label and specialty tape firm has just established a branch plant and warehouse in Boston.



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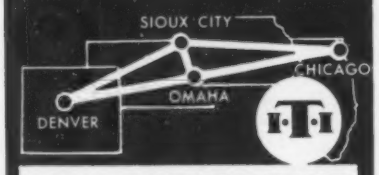
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Forthright and dynamic former ICC Commissioner **A. F. Arpaia** has been appointed vice president in charge of international services by the **Railway Express Company** . . . Appointed controller for **Mack Trucks** and its subsidiaries: **H. G. Knortz** . . . Two key appointments at the growing **Trans Ocean Van Service: R. O. Springstein,** to the post of Southwestern district sales manager; **C. W. Quarles,** to the position of district manager for the same area.

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Organized less than a year ago, the **Paper Industry Career Guidance Committee** is already moving into high gear with a unique project, potentially of terrific value to the paper industry. Program: an industry-wide status review. Purpose: "to accurately determine the number of college graduates now employed in the paper industry and the number needed in the next five-year period."

PICGC cooperating organizations: the **American Paper and Pulp Association; National Paperboard Association; National Paper Trade Association; Paper Industry Management Association;** and **Technical Association of the Pulp and Paper Industry.**

Appointments at the **Ryder System: J. C. Patterson,** as director of purchasing; **E. R. Brownfield,** as controller and vice president . . . New general manager of the **Toledo-Lucas County (Ohio) Port Authority** is **L. C. Purdey.** Previous assignment: executive director of the **Peninsula Port and Industrial Authority** and the **Peninsula Industrial Committee of Newport News, Virginia** . . . **J. E. Schang** has been promoted to manager of sales administration by **North American Van Lines.**

M. D. Edelman has been named manager of **Lifschultz Fast Freight's** Los Angeles terminal and **A. J. Baldini** has been upped to manager of the company's Bloomfield (N. J.) facility.

C. W. Wiley is **Mack Trucks** new Atlanta district manager . . . Two new **North American Car Corporation** vice presidents: **A. A. Berkley** and **L. I. Varbee** . . . **W. H. Hyde** has been named **United Air Lines** sales manager for Sydney, Australia . . . A deep bow to **Port of New York Authority** chief engineer **John M. Kyle, Jr.** Mr. Kyle was recently named **Metropolitan Civil Engineer of the Year** by the **Metropolitan Section of the American Society of Civil Engineers.**

G. W. Clark has been named director of public relations and advertising by **Pacific Intermountain Express** . . . Appointed cargo sales manager for Los Angeles by **Continental Airlines: D. Macomber** . . . New **Hyster Limited** chief engineer is **L. Nelson.** The Hyster offshoot is located in Glasgow, Scotland . . . **Seatrain Lines** has moved into its new office building. Address: 595 River Road, Edgewater, New Jersey.

Emery Industries, Incorporated has added **V. E. La Porte** and **L. E. Grothaus** to its traffic department . . . **H. Douglas Robinson** has been appointed eastern manager for the **Official Motor Freight Guide** . . . **Emery Air Freight International** has opened two new "Down-Under" offices. Locations: Sydney and Melbourne, Australia. New Australian appointments: **D. H. G. Russel,** as manager for Australia; **J. Verdonk,** as Sydney office manager; and **A. J. Hodgekiss,** as Melbourne office manager.

E. T. Stanton has been named service and traffic manager by the **Edwards Company** . . . Coming up in November! **Shipping Management-National Hi-Way Shipper's Annual Air Cargo Symposium.** We're keeping the lid on details—for now. But it'll be the biggest, best, and most productive symposium we've ever sponsored! . . . New **Spector Freight System** New England regional manager is **A. Hoelzer** . . . **J. E. Mack** has been named Central Area cargo van sales representative by the **Brown Trailer Division, Clark Equipment Company.**

New western traffic manager for the **Reynolds Metals Company** is **R. N. Miller** . . . Two promotions in **Denver Chicago Trucking's** sales department: **L. Ross** to sales manager, Southwestern area, and **J. Robbins** to Los Angeles district sales manager . . . **Armstrong Cork's Industrial Division** held its biannual sales meeting last month. Verdict? Terrific.

J. Gaston has been named Lufkin (Tex.) terminal manager by **East Texas Motor Freight** . . . Hats off to **D. R. Petty,** who recently celebrated his 30th year with **United Airlines.** Mr. Petty is currently serving as UAL vice president-flight operations . . . Named advance design engineer by the **Fruehauf Trailer Company: R. T. Fujioka** . . . **F. H. Mackensen** has been appointed general manager of the newly formed combination of **Transport Clearings of Metropolitan New York** and **Transport Clearings of New England.**

(*Continued on page 33*)

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■ Problem: locating and hiring trained, efficient traffic-shipping-warehousing personnel—especially for those hard-to-fill "in between" jobs.

Finding shippers, packers, handlers, and employees to fill similar positions is an extremely easy task. It's also fairly simple to hire qualified individuals for top positions in a traffic department's technical section.

Between these two levels, however, there's a vocational area which can pose a king-sized headache for a TM. Hiring personnel to fill "middle-rung" traffic department positions—such as Assistant Inbound, Freight Coordinator, and Assistant Rate Clerk—is often a terrific problem.

Why? Because people on a traffic department's operational level have never become enthusiastic or interested enough to attempt to progress upwards, through the ranks. Result? Tremendous difficulties confronting TMs attempting to recruit men for these so-called "ladder divisions."

On the other hand, individuals who have undergone rigorous traffic-transportation training in college or on-the-job are unwilling to drop to lower-level traffic assignments, not in keeping with their education or experience. What's more, no TM would want them to fall a notch. It just wouldn't make good sense. In the first place, in such a situation, their talents would not be utilized to the fullest extent possible. And, in the second place, it would be unfair to these people to ask them to start at a pay level beneath what they could receive, on the basis of their backgrounds.

What happens? Finding the right man for the right job at the right pay level becomes an extremely complex poser.

What should be done? It's often said that "if you can't find 'em, you should grow 'em." This is an approach we, at Polaroid, and other traffic departments are striving to take, in a determined effort to solve the problem of filling intermediate jobs.

How do you conduct this type of program? Step One is to hold meetings periodically with members of the operational division. At these meetings, the functions of a traffic unit's technical section should be thoroughly explored and analyzed.

how Polaroid does it

At Polaroid, we have our technical group conduct regularly-scheduled orientation sessions, attended by interested operational division employees. The ABCs of traffic are discussed at these meetings.

Should there be any interest displayed by operational group people, we capitalize on it to the fullest extent. We try to get them to pursue further such aspects of traffic as rates, routing, tracers, and claims.

In addition, certain that such interest is genuine, we try to set up a cross-training program, whereby these employees may be exposed to the "minor" aspects of traffic-transportation management during their regular working hours. This may be done in a variety of ways. Our method: to assign an operational employee to a job connected with the technical aspects of traffic for an hour a day.

Naturally, we also encourage potential intermediate job candidates to take courses in the phases of traffic in which they are interested at night school. A word of caution here, though. In no instance do we recommend general traffic courses to these employees. We feel that our own staff can explain the ABCs of traffic management far more effectively and on a far more practical basis than the courses offered at night school.

These courses are designed for beginners in the field—for people not already linked to a traffic department and exposed to its techniques and procedures.

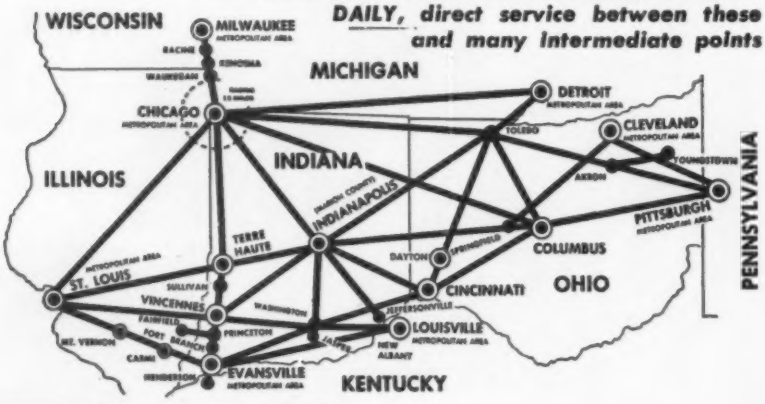
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(*Continued on page 33*)

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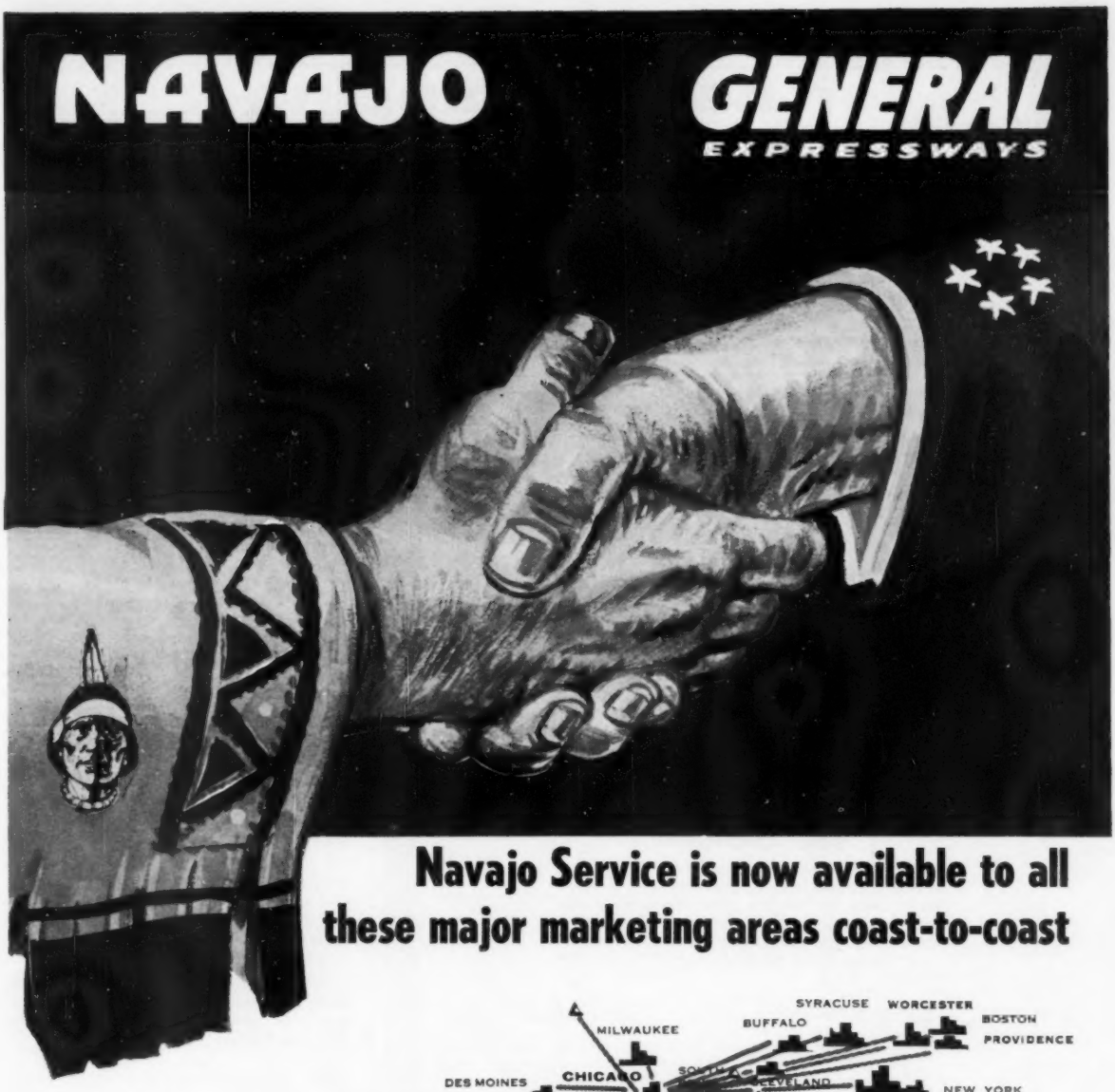
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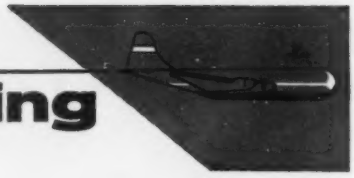
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HELP-O-GRAM

July 1, 1960

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Listen, Mr. T.M.

(*Continued from page 30*)

an individual to a tangible portion of the technical aspects of traffic administration. Once his interest is stimulated along these lines, we find he is encouraged to continue with his course of study. If it is at all possible at this point, moreover, he is removed from his strictly operational duties and placed in a position—generally clerical—in which he is exposed to some degree to the procedures and techniques he is studying.

In addition, at this point we also attempt to evaluate the individual's potential. If it's good, we pat him on the back and encourage him to continue with his formal education. We also look for the opportunity to promote him to a higher level slot.

Result? We've licked—at least to a significant degree—the problem of filling intermediate traffic positions by "growing our own job candidates."

Traffic News

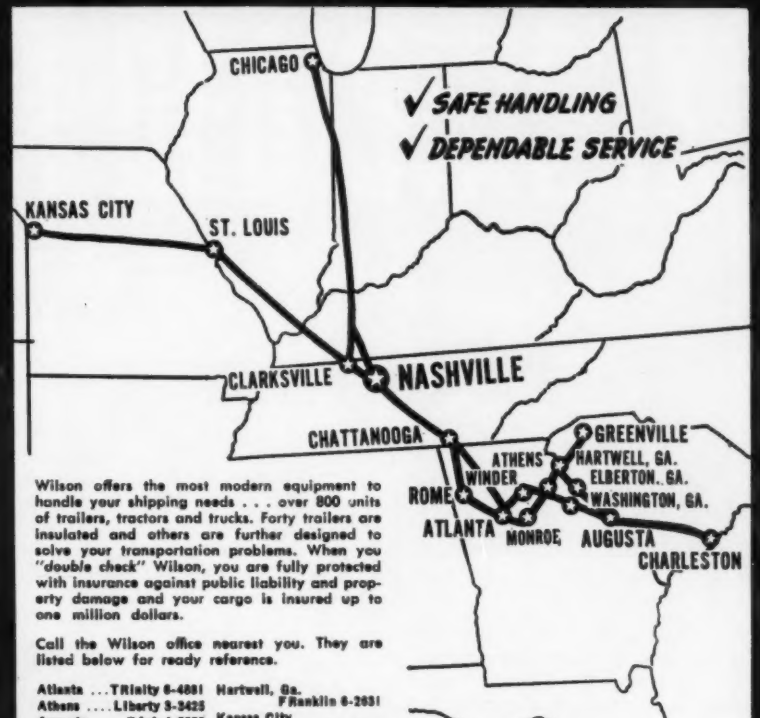
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Speakers at the recent **National Furniture Traffic Conference** session on trucking, held at the **University of Michigan,** included: **J. C. Kohl, University of Michigan, Division of Transportation; R. Reebie, A. T. Kearney & Company; J. J. Werner, District Director, Bureau of Motor Carriers, Chicago Office, Interstate Commerce Commission;** and **W. Whitmer, General Motors, Truck & Coach Division, Pontiac, Michigan.** The meeting: a slam-bang success! . . . **F. R. Upton** has been named sales and service representative for Rhode Island, Bristol County (Mass.) and New London County (Conn.) by **Lewis-Shepard Products.**

In the midst of a massive expansion program, the **Kraft Bag Corporation**—a **Gilman Paper Company** subsidiary—has announced the following staff changes: **P. F. Finley** has been promoted to Southeastern sales manager, with headquarters in Raleigh, North Carolina; **F. C. Joos, Jr.,** has been assigned Western Kentucky and Tennessee, in addition to his present territory, encompassing Southern Illinois, Missouri, Arkansas, and Eastern Oklahoma; **P. E. Bray** will cover Southern Georgia and Florida, working out of Jacksonville; **A. E. Rood, Jr.,** will service Northern Georgia, Alabama, and Eastern Tennessee, from Atlanta; **R. A. Port** will cover Mississippi, Louisiana, and Texas, working out of New Orleans; and **R. E. Burke** will service Virginia, Maryland, and Delaware, from his GHQ in Baltimore.

Upcoming seminars and workshops announced by the **American Management Association: The Managerial Aspects of the Chief Traffic Managers Job,** Colgate University, August 22-26; **Package Design and Merchandising,** August 15-19, Colgate University; **Package Development and Engineering,** August 15-19, Colgate University; **Distribution Cost Analysis,** October 12-14, New York; **Management of the Materials Handling Function,** October 3-5, New York; and **Organization and Management of the Inventory Control Function,** October 19-21, New York . . . Coming up next month: **Shipping Management—National Hi-Way Shipper's** all-air-cargo issue.

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HOW containerization ups motor freight speed & service

Last month, Shipping Management-National Hi-Way Shipper presented a broad "overview" of current developments in motor freight containerization. Analyzed were the achievements of such outstanding container pioneers as the Spector Freight System; Interstate System; Eastern Express; and Consolidated Freightways.

In this article, the emphasis is on the "how"—rather than the "why" and the "what"—of highway containerization. Prepared specifically for SM-NHS by Parkman Sayward, Vice President-Marketing, Consolidated Freightways, it expores CF's advanced container activities in depth and demonstrates dramatically what can be achieved when a dynamic, forward-looking motor freight carrier goes all-out to adopt containerized equipment and procedures.



Parkman Sayward

■ Successful operation, under varied circumstances, have proven to us that containerization is going to become an increasingly important factor in transportation. Like most important developments however, customer demand—rather than carrier convenience—will determine its eventual scope.

Extensive containerization experiments have been conducted in the past. And this experimentation is continuing. Nevertheless, bear this in mind: the publicity given these tests has tended to obscure the fact that many concerns have actually been providing similar services, successfully and profitably, for years.

CF's largest and most versatile container operation at present is one in which our Garrison Fast Freight Division transports a wide array of freight from Seattle to Alaskan points in 24-foot van containers and smaller knockdown types. This service is provided in conjunction with the Alaska Steamship Company. It also operates over the famed Alcan Highway.

Van containers accommodate as much as 25-tons of dry freight, 15-tons of frozen foods, or 10-tons of fresh produce. When loaded, these containers are hauled on skeletal chassis units to shipside. There, operating jumbo-sized gear booms, longshoremen load them aboard a vessel quickly and efficiently. Vans are loaded on deck—two across and two high.

CF vans are built to meet the most rugged lifting and shifting requirements. They are also designed to overcome the extreme variations in weather and temperature experienced in the Far North. Practically any type of perishable may be handled, with regularly inspected refrigerating units plugged into an outbound vessel's electrical system.

Arriving in Seward (Alaska) 4-1/2 days later, the containers are placed aboard Alaska Railroad flatcars, for movement to Anchorage or Fairbanks. Portable generators on railcars and truck chassis permit continuous refrigeration control.

Reaching their Alaskan destinations, containers are next reloaded aboard trailer chassis units for further over-the-highway hauling or delivery to consignees.

Result? Super-duper door-to-door service, without the rehandling of freight.

Thousands of tons of cargo are delivered by Garrison monthly—in a tip-top operation reflecting the terrific efficiency and economy of truck-rail-ship coordination. Underscored: the fact that shipments can be moved faster, more effectively, and more effectively when carriers cooperate and coordinate their efforts, rather than battle it out toe-to-toe.

An extremely different, yet equally successful, containerized service has been built by CF's Trans Ocean Van Service on the use of 8'X8'X8' marine plywood *Sea Vans*. Primary purpose: to facilitate the movement of household goods belonging to reassigned military personnel.

Items are packed in these waterproof containers; trucked to the dock; and loaded aboard ship. On arrival, these vans are transported over-the-highway to residences or storage depots for unloading.



Different size Thruliner containers may be grouped in various combinations to fill standard-sized Sea Van units.

Eliminated: cumbersome crating. Slashed: handling. Accomplished: the movement of consignments, from point-to-point, on a single rate.

Trans Ocean has also come up with smaller fibre-board containers—known as *Thruliners*—to encourage through movements by van and ship without the necessity for repacking. Eight basic sizes permit the separate handling of various size shipments and are designed to fit into *Sea Vans* in twos, threes, fours, sixes, and eights. Added protection for outbound shipments: articles are blanket-wrapped before being packed in *Thruliners*.

Removed from their *Sea Vans*, individual *Thruliner* units—still unsealed—are placed in storage or are loaded aboard moving vans. Final step? Delivery. Outcome? Room-to-room moving service, relying extensively on various modes of transportation.

containerization action

The activities of CF's Far East Van Service are another example of the efficiency of containerization in action. Object of Far East's assignment: to provide a smooth, swift, safe through service on perishables traveling between San Francisco and Defense Department installations in the Pacific and Far East.

Chilled or frozen commodities are loaded into 24-foot or 27-foot refrigerated containers. They are then moved to the waterfront and shifted aboard ships participating in the project.

Once aboard, the containers' refrigeration units are hooked up and turned on. All through the voyage, ship engineers keep close tabs on container temperature readings.

Arriving at their destination port, the containers are placed aboard trailers (equipped with portable generating units) and sent on their way. Shortly afterward, they and their contents are delivered—the culmination of a superb shipping program which has virtually KOd military perishable spoilage.

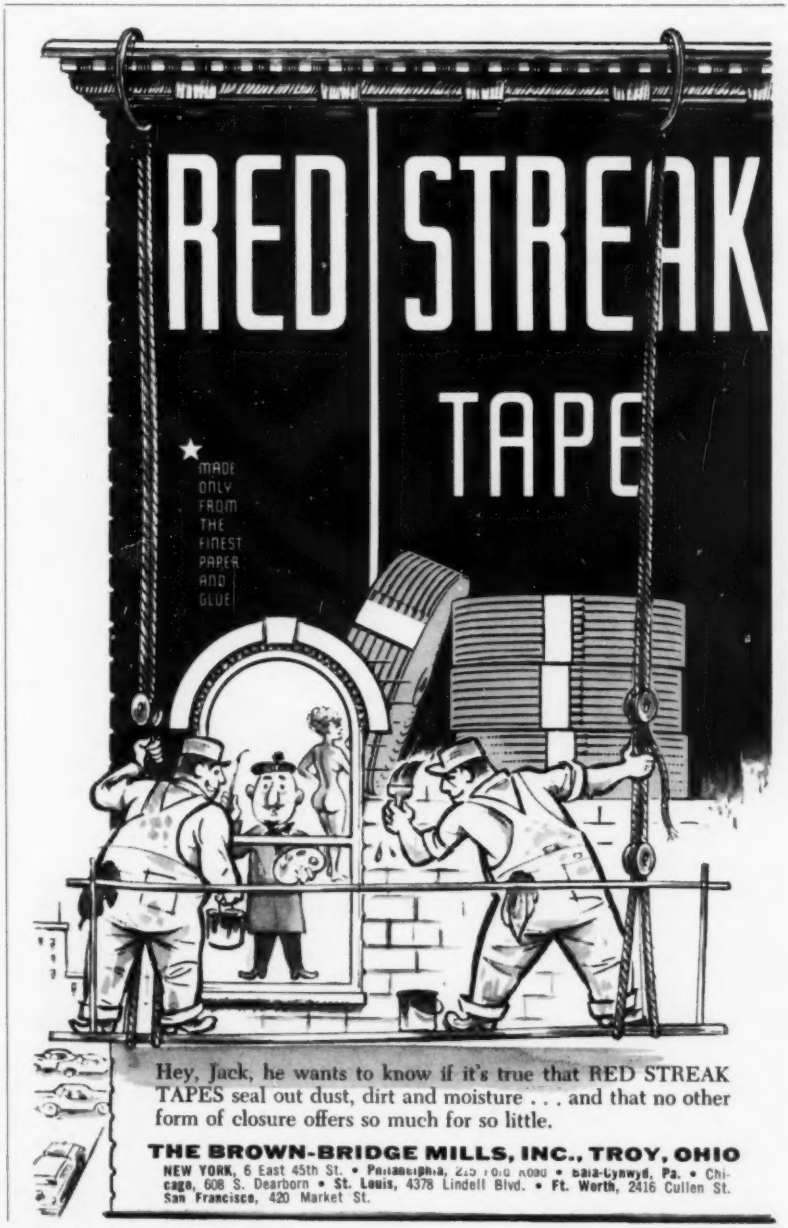
Other outstanding CF container activities include:

- **Tests with refrigerated van movements, via the Korean ports of Kona and Inchon.**
- **Moving sensitive chill items (lettuce, celery, etc.) from the fields around Salinas (California) to Hawaii.**
- **Hauling reefer containerloads of lettuce from El Centro (California) to Korea. Freshly picked lettuce, raised in the El Centro area, is run through a vacuum cooling plant. Then it's loaded into a van. A constant temperature is maintained throughout the lettuce's trip. Result? A definite improvement in its condition upon arrival.**
- **Utilizing collapsible rubber tanks to transport an array of juices, from fluids to molasses.**
- **Experimenting with collapsible bins for the hauling of dry bulk commodities.**
- **Piggybacking, covering a wide area.**
- **Cooperative tests and studies revolving around containerization in conjunction with shippers and other carriers.**

Transportation, CF maintains, has many problems today. These problems require diligent fact-seeking; careful appraisal by experts in each field; and the intelligent utilization and adaption of all available facilities. ities.

Emphasizes CF: Responsible carriers must think in terms of the shipper's needs and the consignee's satisfaction with the completed delivery.

Containerization heightens the motor carrier's participation in transportation planning. If it occasionally adds to his headaches, CF holds, it also enhances his opportunities to join in building a better, more economical system of distribution for industry.



CHECK NO. 7 ON HELP-O-GRAM COUPON

WHAT'S NEW IN CONTAINER RESEARCH & DEVELOPMENT



The Spector Freight System uses these all-aluminum Fruehauf containers.

In Containerization—Part I, Shipping Management-National Hi-Way Shipper explored the latest trends and developments in container research and production. Among the companies cited for their outstanding accomplishments in this vital area of containerization were Trailmobile, Incorporated, and the Highway Trailer Company.

In this article, SM-NHS rounds out its analysis of container manufacturer achievements by reporting on the current efforts of a number of other leaders in the field.

Report On Fruehauf Trailer:

The following piece, deftly summarizing the Fruehauf Trailer Company's steadily expanding container program was prepared exclusively for Shipping Management-National Hi-Way Shipper by Walter C. Kavanaugh, Fruehauf's Product Sales Manager—Containers.

Years of research and development in containerization have convinced Fruehauf and its customers of the soundness of the company's highway-rail-steamship integration concepts.

Fruehauf believes that containerization will make its most significant contribution to transportation when final agreement is achieved on the standardization of sizes. It also maintains that container shipping's full potential depends on a modern, tautly-knit procedure, offering consignors and consignees maximum flexibility and simplicity for complete integration.

Today, there are a variety of examples of our containers and chassis demonstrating the efficiency and feasibility of this interchangeability factor.

Nucleus of Fruehauf's system is its container. The unit is designed and constructed with all of the benefits a user would expect in the *Volume*Van* line, including the flexibility needed for effective handling in integrated service.

Special features incorporated in the component, to enable it to withstand loading-unloading stress and strain: top and bottom corner castings, for crane handling, stacking, and securing; fork pockets for lift truck handling; removable rollers for roll-on, roll-off operations; and lock bars for rail car tiedown.

To handle this container speedily, smoothly, and economically, Fruehauf has also engineered a tip-top chassis. Equipped with special box locking-unlocking devices, the chassis performs equally well on smooth city streets and rough country roads.

Working closely with the **General American Transportation Corporation,** Fruehauf has placed at the disposal of the shipper an 85-foot-long rail car. Popular name: *the G-85*. Capabilities: effective handling of four 20-foot or two 40-foot containers, or mixed loads of containers and conventional-type trailers. Using an overhead crane or a fork lift truck, containers may be loaded either by roll-on, roll-off techniques; drive-on, drive-off procedures; or lift-on, lift-off methods.

(At present, Fruehauf is also hard at work on a new method of side-loading with the *G-85*, which should represent another major step forward in increased operational flexibility.)

Aside from providing a high degree of shock absorption for the protection of in transit cargo, the *G-85* may also be loaded-unloaded with eye-opening speed. Reason? The use of a center guide, automatically aligning the units for smooth, continuous operation. No realignment is necessary, once the container's specially-designed flanged wheels or the trailer's wheels touch the car deck.

Still another important application of Fruehauf containers and chassis in rail transport is being utilized by the Baltimore & Ohio Railroad. The container units are 36-feet long and are of all-steel construction. Feature: top and bottom corner castings for crane handling, as well as effective stacking.

In action, a mobile-type crane hoists the container from its chassis and transfers it directly to a waiting rail car. The container sidewalls are reinforced. What's more, they are provided with four crane application castings to be lifted on 16-foot centers.

This method of handling is identical to the one being employed by the Missouri Pacific Railroad (MoPac) and the units will be interchanged between the rail systems. Steps have also been taken, in the design of the chassis, to enable it to be used efficiently in piggyback service.

In trucking, the versatility and efficiency of Fruehauf's equipment is more than amply demonstrated by the Spector Freight System's utilization of the components.

Spector recently took delivery on 60 20-foot aluminum containers and 15 chassis units. The motor freight carrier uses a single container and a 20-foot Fruehauf chassis for city deliveries and a 40-foot chassis mounting two of these boxes for long distance hauling, where economy is a prime necessity.

Spector's evaluation of the units? Enthusiastic. Company officials report that the Fruehauf containers provide for faster door-to-door service and the elimination of bulk breakage at origin or terminal points.

Now, how about the employment of Fruehauf's components in fishyback operations? Sea-Land Service is currently using 35-foot Fruehauf dry freight and refrigerator containers. These are unloaded by ship-mounted gantry cranes and transferred post-haste to waiting chassis units, in such ports as New York, Miami, Tampa, and Houston.

According to Sea-Land, through the use of containers and ship cranes, the in-port-time of each vessel is now measured in hours, instead of days. Pilferage and cargo damage, moreover, are reduced to an absolute minimum. Result? Hacked insurance costs.

"Ultimately, the success of containerization depends on the forward-thinking and efforts of transportation to achieve standardization."

An added benefit: lighter and cheaper packaging requirements—thanks to the clean, smooth interiors of the Fruehauf containers.

What's Fruehauf's stand on standardization? Obviously, the company is all for it. Fruehauf is at present actively engaged, with other members of the industry, in attempting to work out a standardization program for containerization.

Emphasizes **Keith W. Tantlinger,** Fruehauf's vice president of engineering and manufacturing: The ultimate success of containerization is dependent on the forward-thinking and coordinated efforts of all segments of transportation to achieve standardization and pave the way for more effective integrated service. Only when standardization and integrated service are achieved will the nation's shippers begin to enjoy the full benefits inherent in up-to-date, super-efficient, dollar-saving container shipping.

Other R & D Developments:

ACF Industries' experiments with its *Adapto* container setup are continuing. Heart of the system: a variety of general and special-purpose containers, geared to meet virtually any distribution need. Transfers from flat-bed highway vehicles to rail cars are effected by crane, rollers, or lift truck.

The Clark Equipment Company is likewise pushing ahead vigorously with its **Mobilvan** container program. This arrangement is based squarely on the handling and shifting of containers from vehicle to vehicle by specially-designed, high capacity lift trucks.

The Champion Company, meanwhile, has come up with a super-dooper container tailor-made to the needs of the nation's household movers. Name: *Weld-O-Van.* Most popular size: 7-feet in width, 7-feet in height, and 8-feet in length. Outstanding features: its tamper-proof, dust-proof, waterproof construction, and its smooth inner walls, designed to ensure maximum utilization of available container space.

Manufactured of steel, the *Weld-O-Van* reportedly increases payload space, while simplifying the loading and unloading of household goods shipped between cities or overseas. It is also said to minimize damage by slashing cargo handling drastically. Once items are placed in a *Weld-O-Van,* they are not touched again until they've reached their destination and are set to be unloaded.

On the air freight front, **Aerobilt Bodies, Incorporated**—a Grumman Aircraft Engineering Corporation subsidiary—is forging ahead with its famed *Paul Bunyan Box.*

Tipping the scales at only 203-pounds, the aluminum container is capable of handling payloads of up to 3,000-pounds with the greatest of ease. (In static tests, it has already withstood static tests of a 3,750-pound overload, plus 1,500-pounds on top, without injury.)

Standing 63-inches high, 42-inches wide, and 84-inches long, the *Paul Bunyan Box* has rolled back handling expenditures; slashed pilferage; reduced loss and damage; and stepped up the tempo of cargo loading-unloading operations.

Both the B&O and MoPac employ 36-foot long, all-steel containers. Special feature: top and bottom castings, geared to effective crane handling & easy stacking.





operating authority

In a recent application before the Commission, an applicant sought a certificate to transport general commodities, including explosives, but excluding certain specified commodity groups.

One motor carrier opposed the application; five supported it.

Those who backed it did so because they felt they should not be compelled to interline freight with a competitor, who was in a position to carry out the entire movement.

Reversing a joint board, the Commission denied the application. Reason: the supporting motor carriers had not demonstrated that they would be adversely affected.

The applicant, maintained the Commission, had been unable to produce evidence as to the volume of traffic or to show the need for additional service between the points involved.

The fact that the supporting carriers might be required to interline freight with a competitor who was in a position to conduct the entire movement, did not justify the granting of the application, the Commission emphasized. In some instances the traffic involved could be routed to obviate the necessity of interlining with a competitor.

private carriage

The Commission—under the Interstate Commerce and the Elkins Acts—recently investigated the motor carrier operations of and individual and four sugar brokerage firms.

Some of the more important criteria noted by the Commission, as guides to determining whether an operation is private or common carriage:

a) Whether the carrier is the owner of the property transported.

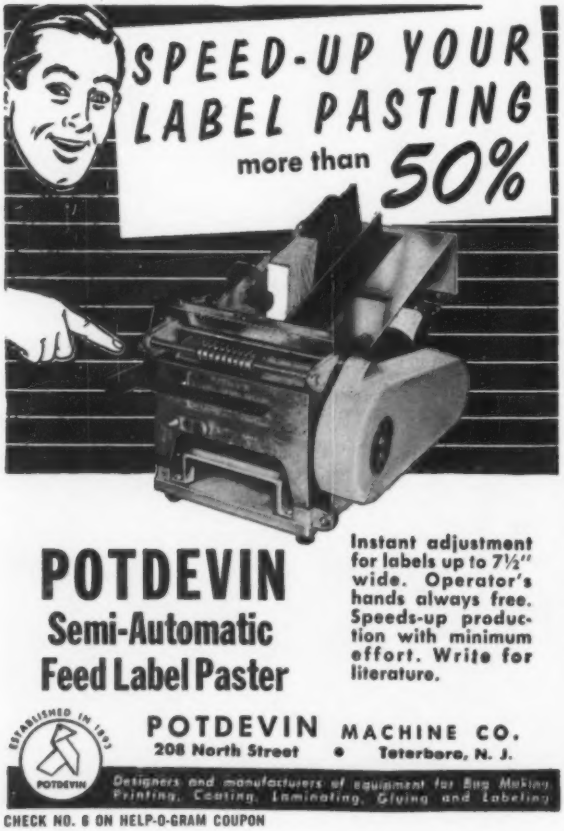
b) Whether the carrier undertakes any financial risks in the transport connected enterprise.

c) Whether the carrier adds an amount identifiable as a transport charge to the purchase price.

d) Whether the carrier transports or holds out to transport for anyone other than himself.

e) Whether the carrier performs any real service other than transportation from which it may profit.

f) Whether his investment in transportation facilities and equipment is the principal part of his total business investment.



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Under this heading classified advertisements are accepted at the uniform rate of 25 cents a word, but no advertisement taken for less than 20 words with a minimum charge of $5.00.

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FREE LITERATURE! Page 32

AS WE GO TO PRESS . . .

Appointed Gordons Transports' Sales Manager—National Accounts: T. E. Hanson . . . Donald R. Cook has been named a district sales manager by Ringsby Truck Lines. His area: Wyoming, Colorado, and West Nebraska . . .New Reynolds Metals Company western traffic manager is Rex N. Miller. His HQ: Los Angeles.

° ° ° ° ° °

Interstate Motor Lines is boosting its Northern California operations. IML has contracted to purchase Highway Transport and has received temporary ICC authority to acquire operating rights extending south of the Bay area peninsula, from San Francisco and Oakland to Monterey, Salinas, and Soledad. What's more, IML recently opened new terminals in San Jose, Stockton, and Fresno.

° ° ° ° ° °

Effective this month, Kentucky will lift its highway maximum gross weight limit from 59,640 pounds to 73,280 pounds . . . Western Express is on the move. The carrier has transferred its Chicago operations to a new and larger terminal at 1833 South Canal Street and its Columbus (O.) activities to a new unit at 1345 West Mound Street.

° ° ° ° ° °

Announced jointly by E. A. Kelloway, president of the Watson Bros. Transportation Company, and Everett Comer, president of the Wilson Truck Company: the completion of merger negotiations.

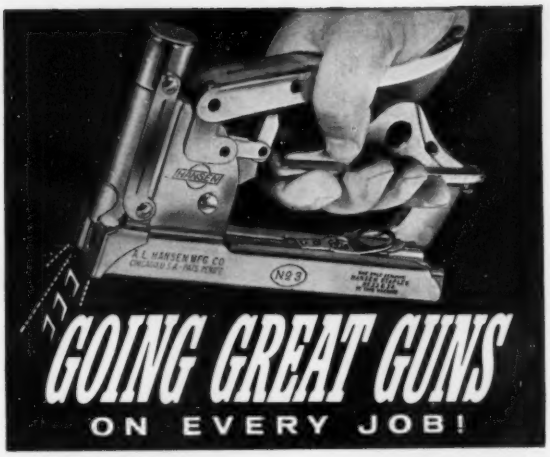
Subject to ICC approval, Watson will acquire all of Wilson's capital stock. The two highway carriers will then be merged.

Watson (GHQ: Omaha) is currently the sixth largest carrier in the U. S. It operates over some 55,000 miles of authorized and certified routes, from Chicago and St. Louis to Los Angeles and San Francisco, and from St. Paul-Minneapolis to Kansas City; Albuquerque; Tucson; and Phoenix.

Watson maintains 28 terminals in 13 states; has some 3,000 employees; and a gross operating revenue in excess of $40 million.

Wilson (GHQ: Nashville) operates from Chicago through the Southeast to Charleston, South Carolina, and as far west as St. Louis and Kansas City. Its gross operating revenues in '59 were in excess of $11 million, and it has about 1,000 employees.

Pending ICC action on the merger application, the firms will operate independently. Upon approval of the merger, the resultant company would operate one of the most extensive motor freight authorities in the country and provide direct, trans-continental service.



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Mergers in the air? It certainly looks that way!

W. A. Patterson, president of United Air Lines, has revealed that his line is "definitely interested in merging with some good, solid air carrier." When? Probably later than this year or early in '61.

Trans World Airlines and Northeast Airlines, for their part, have actually held a series of merger discussions. No results to date, however.

Still a third possible merger: Northwest Airlines and Capital Airlines.

° ° ° ° ° °

What effect is the St. Lawrence Seaway having on motor freight? According to Welby M. Frantz, ATA president, there was a tremendous increase in truck hauls of grain to Duluth-Superior elevators in the eight months of '59 the waterway was in operation.

Nevertheless, he emphasizes, the real "impact of the Seaway" on the future of trucking depends largely on the kind of cargo brought to the area by increasing Seaway traffic.

"The usual cargo of trucks servicing the Seaway area, like that of most trucks, is finished goods or general cargo. Only about 9% of some 20 million tons of Seaway cargo studied last year was general cargo. The remaining 91% moved as bulk goods—not generally hauled by trucks."



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ADVERTISERS' INDEX

Asphalt Institute, The 28
Associated Truck Lines, Inc. 14

British Overseas Airways Corp. 29
Brown-Bridge Mills, Inc., The 35

Central Motor Lines, Inc. 26
Commercial Leasing 26
Consolidated Freightways 6
Container Transport International, Inc. 27
Cooper-Jarrett Inc. 16
Cushman Motor Delivery Co. 22

Denver-Chicago Trucking Co. 2-3
Dunes Hotel & Casino 26

Eastern Express, Inc. .....2nd Cover

Gordons Transports, Inc. 1

Hancock Trucking, Inc. 30
Hansen Mfg. Co., A. L. 39

Illinois Tollway 27
Independent Truckers, Inc. 28
Interstate Dispatch, Inc. 22
Interstate System .....3rd Cover

Lifschultz Fast Freight 38

National Malleable and Steel Castings Co. 11
Navajo Freight Lines, Inc. 31
Norwalk Truck Lines, Inc. 40

Pilot Freight Carriers, Inc. 5
Potdevin Machine Co. 38

Riddle Airlines 13
Ringsby Truck Lines, Inc. 12

St. Regis Paper Co. 25
Spector Freight System, Inc. 20-21
Sten-C-Labl, Inc. 2
Super Service Motor Freight Co. .....Back Cover
T.I.M.E., Inc. 15

Victorville-Barstow Truck Lines 22

Wilson Truck Co., Inc. 33

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INTERSTATE SYSTEM

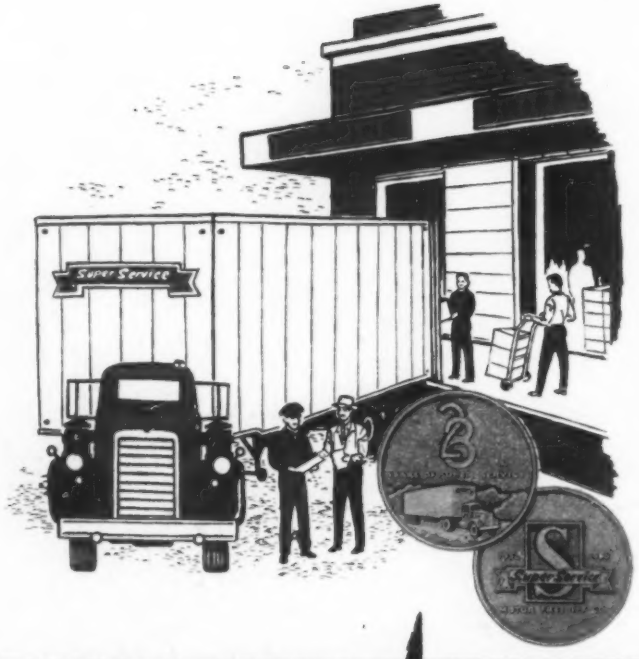
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